Leading 1984 auto advertising spenders

Several auto marketing units rank in Advertising Age Top 100

Several of the companies which market cars and trucks in the U.S. are included in Advertising Age's *list of Top 100 Advertisers. The following edited excerpts detail 1984 ad spending of some of the larger marketing units. The entire listings will appear in the September 26 issue of* Advertising Age.

AMC

American Motors Corporation had total ad spending of $120.5 million in 1984, an increase of 19.5 percent over 1983.

Measured advertising in the nine media tracked in this report was $94.7 million, up 13.6 percent from 1983. Vehicles or ad categories responsible for the boost in measured totals included the launch of the Jeep Cherokee at $10.2 million in measured advertising, mostly TV and some magazine; launch of the Jeep CJ at $3.3 million in measured spending; Jeep Wagoneer spent $6 million, up from $3.2 million; the Renault Encore, $15.4 million, up 45 percent; and a nonspecific AMC passenger car category, $8.7 million, up from $1.5 million in 1983.

Spending dropped for the Renault Fuego to $6.2 million from $10 million in 1983; the AMC Eagle to $3.5 million from $5.8 million; and nonspecific Jeep vehicles, $3.5 million, down from $11.1 million. Spending remained stable for Renault Alliance at $20.6 million.

In February, 1985, AMC used a $6 million mid-model year sixteen-page magazine insert and TV campaign to show all of its line at one time and help pump up the Renault name. The "Buyers Guide" insert compared features of the AMC-marketed vehicles with their competition. "We challenge you to find better vehicles anywhere," a headline said.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	7,572	8,315
Magazines	21,880	15,645
Network cable	573	975
Spot TV	6,074	6,222
Network TV	56,622	50,972
Spot radio	1,206	121
Outdoor	746	1,088
Total Measured	94,671	83,337
Total Unmeasured	25,829	18,355
Estimated Total	120,500	101,691

CHRYSLER

Chrysler Corporation increased advertising spending 23.3 percent to $317,440,000 in 1984 from $257,657,000 in 1983.

Chrysler's measured ad spending rose 21.4 percent, paced by a thirty-seven percent gain for magazines. Factory contributions to dealer advertising associations increased by more than thirty percent, from an estimated $28 million in 1983 to $41 million in 1984, as Chrysler followed the industry into much closer cooperation with dealer ad groups.

As Chrysler moves toward greater regionalization of national image advertising, it supplements that by putting up matching funds for specific projects with dealer ad groups.

In September, Chrysler joined Chevrolet in shunning high-cost TV advertising by cutting network spending by eight percent for the 1985 model year, paring TV's share of the Chrysler ad dollar by two or three percent. The company diverted $7 million to $10 million from TV. Chrysler-Plymouth shifted ad dollars to print, radio and cable TV, and Dodge moved toward cable and magazines.

In late October, Chrysler embarked on a network TV ad strategy that included participation as a multi-million-dollar investor in the production of made-for-TV movies. The five-year plan included co-production ventures for at least two movies per season, beginning in 1986. The scheduling of movies will be pinned to launches of new Chrysler cars, with Chrysler as the exclusive automotive sponsor.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspaper	$34,962	$31,846
Magazine	61,596	44,845
Network cable	2,327	1,621
Spot TV	27,446	18,262
Network TV	93,637	84,194
Spot radio	18,777	16,651
Network radio	4,141	2,858
Outdoor	1,587	679
Farm publications	566	717
Total Measured	245,040	201,673
Total Unmeasured	72,400	55,984
Estimated Total	317,440	257,657

Dodge Divison ($000)

	1984	1983
Magazine	34,100	19,107
Newspaper supp.	1,858	137
Network TV	44,117	33,856
Spot TV	14,496	8,319
Network radio	2,988	2,179
Outdoor	578	85
Total Measured	98,137	63,683

Chrysler-Plymouth Divisien ($000)

	1984	1983
Magazine	27,301	21,574
Newspaper supp.	1,128	220
Network TV	38,489	27,674
Spot TV	12,136	7,776
Network radio	1,153	0
Outdoor	992	558
Total Measured	81,199	57,802

FORD

Ford Motor Company increased U.S. advertising spending by 3.8 percent, to $559.4 million, over the previous year.

Ford channeled virtually all of its increased ad spending into factory contributions to dealer advertising associations. Ford's direct factory media spending actually dropped $2.06 million in 1984 to $477 million, which can partially be traced to less rebate and low-cost financing advertising and fewer new products than in 1983. Ford Division factory advertising was virtually unchanged at an estimated $297 million and L-M rose 15 percent to an estimated $115 million.

But Ford Division contributions increased to an estimated $59.4 million from $45 million in 1933, and L-M rose to an estimated $23 million from $16 million in 1983. Cars in the Ford Division recorded some of the larger measured media totals, according to the six-media monitored by Leading National Advertisers—Escort $17.5 million, down 11 percent from 1983; Ford LTD $13.9 million, up 10.3 percent; Ford Mustang $14.8 million, up 59 percent; Ford Tempo $28.1 million, up 1.8 percent.

During 1984, Ford increased its measured advertising 4.5 percent to $387.4 million. In doing so, it boosted newspapers twenty-five percent to $62.1 million; magazines 21 percent to $97.1 million; network cable 33 percent to $6.9 million, and spot TV 5.4 percent to $39.5 million. However, it cut spending in three media—network TV by 4.7 percent to $164.3 million, spot radio 17 percent to $10.8 million and network radio 79 percent to $1.5 million. Outdoor and farm, both minor media for the agency, remained stable.

Ford's TV media strategy in 1984 called for buying total or partial exclusivity on high-profile TV events. Network TV ad spending for the year dropped 4.7 percent to $164.3 million, however, as the company swung to what it considered better values in magazines, newspaper, network cable and direct mail.

On the Lincoln-Mercury side, three cars got most of the spring attention in 1984: Cougar for a sales success, Topaz to strengthen brand awareness and Mark VII because the luxury car was new for the model year. The Cougar got $20.9 million in measured spending, down 12.6 percent; Topaz $22.9 million, up 16.8 percent, and Mark VII $14.1 million (for all Continentals), up 90.5 percent.

L-M singled out only those vehicles with aerodynamic designs for company media spending for model year 1985. The stars under the Mercury label were Cougar, Cougar XR7 and Topaz. For Lincoln it was the Continental Mark VII LSC. All others were banished to dealer group ad efforts, except for the Mercury Capri, which received virtually no ad spending.

Ford spent $40.3 million in measured media on trucks, down 7.4 percent, placing $15.3 million of that behind Ranger, down 33.5 percent, and $4.8 million in support of Bronco, down twenty percent.

In spring, 1985, Ford prepared for the fall introduction of its 1986 Aerostar minivan. Aerostar will get an initial ad push of $20 million.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	62,063	49,603
Magazines	97,101	80,346
Network cable	6,892	5,087
Spot TV	39,500	37,857
Network TV	164,253	172,308
Spot radio	10,787	12,993
Network radio	1,525	7,186
Outdoor	2,174	1,806
Farm pubs	3,115	3,431
Total Measured	387,411	370,617
Total Unmeasured	171,989	113,530
Estimated total	559,400	484,147

GM

General Motors Corporation increased 1984 ad expenditures by $118.95 million or 18.4 percent to an estimated $763.8 million on record sales and earnings.

In mid-1984 as the corporate-wide reorganization began to take form, the GM Media Council was formed to take a comprehensive look at GM's relationship with its advertising agencies and to maximize effectiveness of the automaker's advertising. Several sweeping changes occurred in the first year of the Council's operation.

Chevrolet led a mini-revolt among auto marketers at continually rising network TV time costs in the fall, when it dropped its domestic-exclusivity for the 1985 Super Bowl, saying the $1 million-a-minute pricetag was too high to justify.

At Pontiac, introductory ad spending for Grand Am totalled $6.3 million in the last three months of calendar 1984, 90 percent in network TV and most of the rest for magazines.

Other spending, which was for all of 1984, was concentrated on the other four image cars: Sunbird (formerly 2000), $8.28 million; 6000, $6.59 million; Firebird (including Trans Am), $6.71 million; and Fiero, $779,000. Among the image cars, TV got $27.04 million, magazines got $3.84 million.

To bolster the youthful, sporty pitch, Pontiac sponsored concert tours and increased its participation in motorsports.

Pontiac sent rock duo Hall & Oates on a multi-city concert tour backed by a $200,000 promotional ad budget.

GM accelerated matching contributions to dealer advertising groups making that the fastest growing area of GM ad spending with an estimated $105.8 million in factory contributions matching per-car levies the dealer groups assessed themselves.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	$109,359	$ 88,579
Magazine	96,064	89,020
Network Cable	3,157	4,549
Spot TV	38,520	25,678
Network TV	231,443	201,350
Spot Radio	30,836	29,079
Network Radio	6,746	9,411
Outdoor	3,176	4,183
Farm Publications	1,612	1,741
Total Measured	520,912	453,591
Total Unmeasured	242,888	221,259
Estimated Total	763,800	644,850

BUICK DIVISION ($000)

	1984	1983
Magazine	14,853	10,655
Newspaper Supp.	237	153
Network TV	17,520	17,797
Spot TV	4,489	1,619
Network Radio	2,367	1,723
Outdoor	257	242
Total Measured	39,723	32,189

CADILLAC DIVISION ($000)

	1984	1983
Magazine	7,350	6,094
Newspaper Supp.	43	123
Network TV x	8,777	7,583
Spot TV	923	432
Network Radio	0	1,714
Outdoor	194	26
Total Measured	17,288	15,972

CHEVROLET DIVISION ($000)

	1984	1983
Magazine	24,771	31,557
Newspaper Supp.	0	394
Network TV	117,296	93,362
Spot TV	6,691	3,093
Network Radio	268	159
Outdoor	1,925	3,276
Total Measured	150,951	131,841

OLDSMOBILE DIVISION ($000)

	1984	1983
Magazine	14,829	9,116
Newspaper Supp.	0	0
Network TV	15,807	12,084
Spot TV	11,092	6,864
Network Radio	0	184
Outdoor	361	303
Total Measured	42,089	28,551

PONTIAC DIVISION ($000)

	1984	1983
Magazine	7,492	11,684
Newspaper Supp.	0	0
Network TV	20,744	19,696
Spot TV	6,702	10,877
Network Radio	0	0
Outdoor	121	104
Total Measured	35,048	42,361

GMC DIVISION ($000)

	1984	1983
Magazine	3,684	3,200
Newspaper Supp.	3	0
Network TV	3,619	5,553
Spot TV	63	366
Network Radio	443	1,276
Outdoor	4	2
Total Measured	7,816	10,397

MAZDA

Mazda Motors of America had ad expenditures estimated at $71.8 million, down 3.6 percent from a year earlier.

Mazda spent $51.8 million in measured media in 1984, up 11.2 percent from the previous year. The measured total for 1984 includes $1.3 million for cable TV, a category not reflected in last year's monitored figures. However, it does not include a measured $10.2 million in dealer advertising.

Network and spot TV and continued use of auto enthusiast magazines and national newsweeklies once again were the media mainstays behind the introduction of Mazda's 1985 model line. Measured ad spending broke down to $26.3 million in network TV, down 3.3 percent from 1983; $4.1 million in spot TV, up 78.3 percent, and $16.8 million in magazines, up 15.1 percent. Mazda probably spends a higher percentage of media dollars for magazines than most other automotive advertisers.

Measured ad spending on the RX-7 was $6.1 million, including $3.7 million in network, $2.3 million in magazines, and $183,400 spot TV.

The 626 model was supported with an expenditure of $9 million, of which $4.7 million went to magazines, $3.2 million to network and $1.1 million to spot TV.

Measured media spending for the GLC models totaled $6 million —$3.5 million in network TV and $2.5 million for magazines.

Aggressive promotion of the 1985 B2000 and SE-5 pickup trucks accounted for more than one-third of the total annual budget and included $19 million in measured media. The major portion, $14.8 million, went for network and spot TV and $3.5 million for magazines.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	3,018	1,971
Magazines	16,857	14,551
Network cable	1,382	665
Spot TV	4,187	2,271
Network TV	26,382	27,160
Outdoor	6	0
Total measured	51,832	46,616
Total unmeasured	19,965	28,549
Estimated total	71,797	75,165

NISSAN

Nissan Motor Corporation U.S.A. had estimated ad expenditures of $164.2 million, up 32.6 percent from 1983.

The upscale cars in the Nissan lineup accounted for a major portion of the measured ad spending in 1984, with a total of $15.5 million recorded for the 300ZX, up 115 percent from 1983, and $12.2 million for the 200SX model, up from $1.9 million in 1983, according to Leading National Advertisers, which tracks six media spending. TV, both spot and network ($22.9 million), and magazines ($4.5 million) provided the main thrust of the promotional effort behind these models. Nissan spent only $1.9 million on the 200 SX and $7.2 million on the 300 ZX in 1983.

Measured media ad expenditures for the top-selling Sentra dropped to $8 million, from $14.6 million in 1983. The Maxima drew $7.3 million in measured spending, up from $1.2 million the prior year.

General promotion as a category drew $7.4 million, up from $2.6 million in measured spending in 1983, and Nissan passenger cars, apart from specific promotional budgets, spent $4.9 million vs. $288,500 in 1983.

In addition to the total ad expenditure of $129.3 million in measured media, Nissan Motor Com-

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Spending

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pany local dealers and franchisees spent $12 million.

Unmeasured media was estimated at $35 million. Nissan compact trucks drew $36.9 million ($20 million in spot TV and $13.8 million from network TV); King Cab compact trucks got $6.1 million, up from $1.2 million in 1983, and the S/T compact truck received $4.2 million, up from $1.6 million in 1983.

The spending trend in measured media for virtually all Nissan/Datsun lines in 1985 was network TV, 39 percent; spot TV, 32 percent; magazines, 11 percent; newspapers, 10 percent, and lesser amounts in the remaining measured media.

In support of the 1985 car line, the media mix of TV radio, newspapers and magazines followed patterns established a year earlier, but with greater support in local markets.

ADVERTISING EXPENDITURES
($000)

	1984	1985
Newspapers	13,170	9,444
Magazines	15,022	13,352
Network cable	1,070	1,269
Spot TV	40,919	37,724
Network TV	50,666	33,603
Spot radio	7,584	10,881
Outdoor	846	985
Total measured	129,275	107,266
Total unmeasured	34,925	16,619
Estimated total	64,200	123,885

TOYOTA

Toyota Motor Sales U.S.A., had estimated U.S. ad expenditures of $137.9 million in 1984, up 15.9 percent from the previous year.

Toyota responded to a reduced U.S. car market share with a substantial increase in advertising, boosting measured media expenditures in the nine media tracked in this report to $119.9 million, up 12.9 percent from 1983.

Of these measured expenditures, Toyota spent $18.5 million on network TV and $58.3 million on spot TV , a total of $76.8 million compared with $70 million in 1983. Toyota is the only Japanese importer to spend more money on spot TV than network TV. The company also spent $15.4 million for magazines, a $3 million increase over year-earlier figures.

Once again cable TV was part of the Toyota ad budget, with a total of $5.3 million spent for packages on the sports-oriented USA Cable Network and superstation WTBS. The expenditure was only slightly higher than for 1983.

Among the many significant unmeasured expenditures budgeted for the 1985 model year was Toyota's participation in a record twenty-one auto shows in major metropolitan areas throughout the U.S. The exhibits featured $1 million of new high-tech displays, which debuted at the Dallas dealer meeting in October.

The unmeasured total also encompassed Toyota's heavy involvement in a motor sports program that included the Toyota Grand Prix and pro-celebrity race at Long Beach and the Olympus Toyota Pro Rally, largest motor sports rally in the U.S., held at Tumwater, Wash. Also not measured were expenditures for merchandising and promotion materials used to support the marketing effort at the dealer level.

Corolla, Toyota's U.S. sales leader, accounted for nearly $20 million in measured media expenditures during the year. Corolla was the company's most heavily advertised nameplate.

But as a category, Toyota trucks of every variety took $43.4 million of the measured spending, up 50.7 percent from the previous year in the six media traced by Leading National Advertisers. Record expenditures in most media supported the "Oh What A Feeling" ad slogan for the sixth consecutive year.

ADVERTISING EXPENDITURES
($000)

	1984	1985
Newspapers	14,913	12,571
Magazines	15,403	12,416
Network cable	5,391	5,248
Spot TV	58,377	47,506
Network TV	18,544	22,853
Spot radio	5,283	3,343
Network radio	54	20
Outdoor	1,783	2,284
Farm pubs	183	0
Total measured	119,920	106,240
Total unmeasured	17,980	17,657
Estimated total	137,900	123,897

VOLKSWAGEN

Volkswagen of America reduced its U.S. advertising spending in 1984 to an estimated $103 million.

Two new models in the VW 1985 product line, the new Jetta sedan and the Golf coupe, were on the receiving end of the biggest introductory budget in the company's history. Both got strong emphasis on their German heritage as VW endeavored to shed its image as "the Rabbit Car Company," with the upscale Jetta getting about 60 percent of of the ad budget.

Measured media figures for 1984 found a major portion of VW ad expenditures devoted to the Jetta, a total of $14.6 million, with the spending evenly dividedly between network TV and magazines. Budget for the new Golf in measured media was $9.6 million, $5.8 million for TV and $3.5 million for magazines.

The Audi models had the support of $16 million in measured media, with about $8.7 million devoted to the Rabbit and $5 million for the Quantum.

Use of TV in 1984, according to measured media, remained virtually unchanged from the previous year, with spot at $16 million and network at the $22 million level. Magazines, however, registered a $4.4 milion drop in 1984, to $33.5 million, from $37.9 million in 1983.

Unmeasured media, say VW marketers, consisted of heavy involvement in motor sports activity and sponsorship of promotional caravans to Super Vee races; direct mail merchandising program; and collateral, point-of-sale and dealer advertising materials.

Ad spending for the eight-week Golf and Jetta introductory campaign began in November 1984 and for pre-launch teasers came to more than $26 million, up twenty percent over the entire fourth quarter of a year earlier. Another substantial expenditure was budgeted for the introduction of the new Golf GTI in January.

TV ads for the 1985 introductions broke in November on CBS-TV 's mini-series "Ellis Island." Except for this and "60 Minutes," all other programming consisted of sports, mostly football coverage. In addition to the network TV , which received fifty-five percent of the budget, national magazines came in for a forty-one percent allotment, with the remainder of introduction expenditures going into newspapers, outdoor advertising and telemarketing.

In mid-1985 VW introduced three of its limited Wolfsburg Edition models—the Scirocco, the Cabriolet and the Vanagon camper—which received the last gasp of the company's advertising for the model year. The mid-year introductions had the support of newsweeklies and outdoor magazines, a print-only campaign.

The end of August, 1984, saw the end of the distribution agreement between Porsche and VW, a $9 million annual marketing effort formerly handled by the VW Porsche-Audi Division. Loss of the Porsche advertising is reflected in the reduced ad expenditures reported for VW in 1984.

Audi sales gains were posted even with departure of Porsche, although most of Audi's 409 U.S. dealers continue to sell Porsches. Leading National Advertisers reported Audi's measured media spending for 1983 at $15 million, a figure that rose near the $20 million level in 1984 as Audi placed strong emphasis on models in a more upscale price range.

The upscale models took a portion of the 1984 ad dollars and again in 1985. But the facelifted Audi 4000 and 5000 models, which remain the bread-and-butter cars in the Audi lineup, accounted for the lion's share or about $17.5 million of the total $20 million 1984 ad bu..get.

ADVERTISING EXPENDITURES
($000)

	1984	1985
Newspapers	11,051	9,947
Magazines	33,515	37,902
Network cable	139	382
Spot TV	16,236	18,922
Network TV	22,024	22,178
Spot radio	843	2,985
Outdoor	774	4
Total measured	84,582	90,320
Unmeasured	18,500	22,562
Estimated total	103,000	112,882

Introducing the Chairman

New computer series for parts warehousing

CLEVELAND.—A new series of computer systems designed specifically for the auto parts warehouse and retail businesses has been introduced by Kovachy Data Systems Inc. (KDSI).

Company president Mark Kovachy says the Chairman series is based on experience gained from KDSI's two sister companies: United Warehouse Distributing and Kovachy Brothers Auto Parts Stores.

"Our family has been operating a warehouse and retail business since the 1920s," says Kovachy. "When we went to computerize our companies, we found that none of the systems available let us continue to manage our businesses properly."

Kovachy assembled a team of experts and developed a system in-house, specific to the needs of its auto parts business.

According to James Bender, president of J. L. Bender & Associates, a Chicago-based organization marketing the systems nationally, the Chairman has features unique to the auto parts industry: "Our systems offer full point-of-sale control, inventory management, purchasing control that considers seasonal selling trends before making buy suggestions, and built-in word processing and electronic mail.

"But what really makes them stand out is the unique way they track product cores, and the ease with which a company can add the system to their operation."

Bender says the system works within the normal operation of an auto parts business, and requires no special parts numbering, account file changes or "computer-like" operations to learn: "We don't even have a manual for the store staff. They just press the keyboard's Help key and the system shows them what to do next, and how."

The Chairman series is available from KDSI in versions designed for any size operation, from single store to national chain, with computers manufactured by IBM and General Automation, and is supported by national sales, service and support organizations.

R&R for Mercedes-Benz

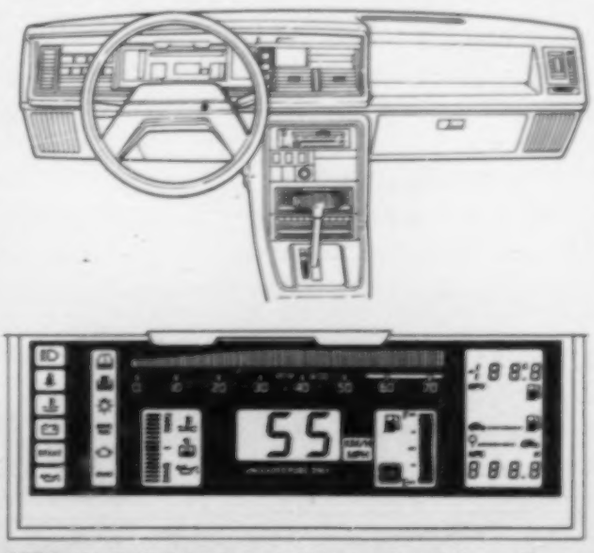
Computer systems for dealers

DAYTON.—Reynolds and Reynolds has announced Mercedes-Benz of North America Incorporated's approval of Reynolds' Dealer Communications System for use by M-B dealers.

The system is designed to help Mercedes-Benz dealers improve cash flow by allowing efficient transmission of vehicle sales and parts orders; increasing customer satisfaction through quicker location of cars and parts; and speeding communications.

Roger Kitzman, vice president of R&R's Automotive Computer Systems and Services Division, says, "The computerization needs of Mercedes-Benz dealers vary. We provide hardware alternatives so dealers can choose a system that best meets their requirements—DCS operating on either the R&R IBM PC or the R&R VIM/NET in-house computer, 3000 and 9000 series."

Both IBM PC and VIM/NET feature a communications package that eliminates the need for additional phone modems and provides a security system which guards dealership information.



AMC hopes the instrument panel of the new Renault Encore Electronic model will be a dealer selling point for 1986.

Aero audio

New remote-controls

DEARBORN.—Ford Motor Co.'s Aerostar minivan will feature a new optional sound system with remote controls for tuning the radio from either the front or rear compartment, the company said.

This is the first time Ford has offered remote radio controls in production vehicles.

The system in Aerostar consists of an electronically tuned AM/FM stereo search radio with cassette tape player and graphic equalizer in the front compartment, a separate control panel in the rear and six speakers, Ford said.

The rear panel has two headphone jacks with individual volume controls, seek buttons to change stations, a memory button for selecting stations programmed in the radio, and an on/off knob for rear speakers.

Passengers in the rear compartment can thus use the headphone sets to listen to the radio or to tapes without disturbing passengers in the front seat.

For 1985, the cassette tape player has a new feature that lets the listener skip over a selection to the start of the next or replay the one that just finished.

Two 5-inch speakers are mounted on the instrument panel, two 6-by-9-inch coaxial speakers are in the rear trim panels and two 3½-inch speakers are in the rear door.

The Aerostar commercial van is equipped with the stereo system and the six speakers, but without the rear controls.

A second optional sound system for Aerostar is similar to the first, but has a mechanically tuned radio.

The radio is also available without cassette tape player.

Standard equipment on the Aerostar is a mechanically tuned AM radio with one 5-inch speaker in the right side of the instrument panel.

Soccer cars

Ford sponsors games

MEXICO CITY.—Ford de Mexico and its chain of Mexican distributors have been assigned exclusive rights to provide all cars necessary for the World Cup Soccer Games to be held in Mexico in 1986.

The World Cup coincides with the celebration of Ford's 60th anniversary as a part of the Mexican automotive industry.

IMPORT SALES BY MODEL

	Aug. 1985	Aug. 1984	8 Mos. 1985	8 Mos. 1984
ALFA ROMEO	352	547	3,203	2,603
AUDI	6,152	4,357	50,533	48,193
4000	0	572	0	9,302
4000D	0	0	0	0
4000S	1,666	414	12,052	1,612
4000S Quattro	480	356	3,053	2,866
5000S	2,986	2,357	27,153	27,870
5000S turbo gas	746	346	5,640	3,888
5000D/td	0	0	0	0
Quattro turbo	4	5	61	49
Coupe	270	307	2,574	2,606
Tourist	0	0	0	0
BMW	7,936	4,283	58,111	46,294
318/320	2,275	1,508	17,227	21,576
325e	190	1,049	778	7,995
524 TD	2,524	0	19,458	0
528/533	1,032	1,013	11,749	9,735
633CSI	969	153	2,959	1,852
733	946	560	5,940	5,136
CHEVROLET	6,591	1,583	45,738	6,097
Spectrum	4,800	0	33,048	0
Sprint	1,791	1,583	12,690	6,097
CHRYSLER/MITSUBISHI	5,745	8,084	54,432	54,910
Colt	3,736	6,163	37,751	40,712
Conquest	412	470	3,562	5,214
Vista	1,597	1,451	13,119	8,984
FIAT	0	0	0	0
HONDA	33,620	28,019	264,531	254,147
Civic	14,434	11,131	100,543	89,849
Civic CRX	4,373	3,706	34,121	27,371
Accord	6,926	8,040	79,772	89,914
Prelude	7,887	5,142	50,095	47,013
I.A.I.	0	116	0	1,266
ISUZU	3,091	1,842	17,564	11,334
I-Mark	1,935	701	6,959	2,915
Impulse	1,156	1,141	10,605	8,419
JAGUAR	1,392	1,300	12,498	11,503
XJ6	1,194	997	10,202	9,385
XJS	198	303	2,296	2,118
LANCIA	0	0	0	21
MASERATI BITURBO	72	175	854	633
MAZDA	19,256	15,024	122,835	113,323
GLC	6,196	4,022	30,328	30,150
626	8,574	6,606	55,765	47,332
RX-7	4,486	4,396	36,742	35,841
MERCEDES BENZ	6,614	5,998	58,219	48,867
190D	255	358	2,375	3,963
190E	1,950	1,612	15,991	9,261
240D	0	0	6	21
300D	1,184	1,223	12,060	10,558
300CD	169	91	1,211	1,033
300TD	311	165	2,415	1,583
300SD	555	940	5,183	9,445
380SE	722	432	6,288	3,843
500SEL	713	317	4,813	2,423
380SL/SLC	654	763	6,866	5,663
500SEC	101	97	1,011	1,074
MERKUR	1,124	0	4,381	0
MITSUBISHI	4,126	2,755	31,287	24,927
Starion	404	344	3,767	4,463
Cordia	878	1,115	5,515	10,375
Tredia	922	1,296	6,496	10,089
Mirage	1,066	0	8,394	0
Galant	856	0	7,115	0
NISSAN	51,129	46,832	355,986	333,262
Sentra/210	19,161	19,555	122,471	134,256
Pulsar/310	2,811	3,394	33,639	25,036
Stanza	7,465	4,750	38,489	30,407
Maxima	10,582	4,497	63,015	43,293
200SX	5,715	7,109	46,462	43,878
300ZX	4,969	7,171	46,861	51,916
Hawaii	426	356	5,049	4,476
PEUGEOT	1,496	1,647	10,933	12,892
PORSCHE	1,664	1,439	15,836	14,556
944	1,053	981	10,552	9,111
911	396	291	3,663	3,240
928	215	167	1,621	1,612
RENAULT	476	1,301	5,216	8,901
18i	207	422	1,805	2,201
Fuego	269	879	3,411	6,700
SAAB	3,291	2,367	27,270	23,173
900	973	492	7,836	5,535
900S	886	525	8,193	6,773
Turbo	1,314	1,288	10,416	10,270
Tourist	118	62	825	595
SUBARU	16,548	11,968	110,616	105,615
TOYOTA	63,298	57,556	415,983	378,976
Starlet	0	1	0	259
Corolla	20,619	16,878	115,004	108,678
Tercel	9,918	10,951	63,422	67,988
Celica	5,902	9,133	51,504	60,796
Supra	2,662	3,206	18,562	20,268
Camry	11,968	8,599	80,985	62,359
Cressida	4,732	3,886	30,651	23,508
Land Cruiser	542	579	1,966	2,380
Van	2,867	2,818	24,417	23,849
4Runner SR 5	403	981	3,767	3,512
MR2	2,990	0	20,882	0
Hawaii	695	524	4,820	5,378
Other	0	0	3	1
VOLKSWAGEN	13,479	6,910	94,881	74,355
Cabriolet	1,152	740	9,217	8,824
Jetta	8,155	2,137	53,144	27,626
Vanagon	1,527	1,046	12,985	13,515
Quantum	1,326	1,544	9,249	11,803
Scirocco	1,319	1,443	10,286	12,587
VOLVO	8,451	7,543	76,999	74,699
DL	2,617	2,887	28,870	34,151
GL	641	1,950	6,996	20,234
GLT Turbo	74	794	2,024	7,167
DL/GL	27	528	1,922	3,229
740 Series - Gas	2,665	0	24,005	0
740 Series - Diesel	1,206	0	2,519	0
760 Series - Gas	908	987	7,383	6,393
760 Series - Diesel	135	335	1,904	2,332
Tourist	178	62	1,376	1,193
IMPORT TOTAL	255,903	211,669	1,837,906	1,650,748

Though more of them are on the road

Fewer bugs in front-drive cars

ROCHESTER, Wis.—The percentage of fleet mangers reporting problems with front-wheel-drive vehicles is declining, according to fleet surveys conducted by Runzheimer Reports on Transportation, an industry newsletter.

The fleet composition data, covering 1984, is based on 351 responses (representing 238,300 vehicles). Responses contributing to the 1983 year-end survey numbered 377, representing 265,000 vehicles, the report said.

Comparing 1984 fleet vehicles with 1983, fwd maintenance problems decreased by 10 percentage points, according to the report.

In 1983, 32 percent of fleet managers experienced excessive or unusual maintenance on their fwd vehicles. In 1984, only 22 percent of the responding fleets reported such problems, the report said.

The newsletter noted that the significance of this decrease is underscored by the fact that the percentage of fwd cars in fleets is on the rise.

In 1983, the average U.S. fleet consisted of 59 percent rear-wheel-drive and 41 percent fwd vehicles. According to latest data, 54 percent of fleet vehicles are rwd and 46 percent fwd—a swing of five percentage points.

Follow-up telephone interviews conducted by Runzheimer uncovered some common problems related to fwd vehicles.

Asked to specify a recurrent problem, one fleet manager said the struts of a fwd vehicle wear out after about 20,000 miles.

"It's very expensive when you have front-end problems, but we've alleviated some of that (expense) by getting extended warranty contracts, which are expensive themselves, but still cheaper than constantly replacing struts," the respondent said.

Another fleet manager said, "We've had a few problems with suspensions and the expense of repairing them. Overall, there is quite a bit of expense with fwd (vehicles), but the drivers prefer them for their handling and performance."

A second area of difficulty is front-end alignment. One fleet manager said his problems originated during production.

"I've had alignment problems with 1985 Chryslers and Chevrolets—they came with the wrong size tires," he said.

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factories list auction dates

American Motors

Sept. 24—High Point Auto Auction, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Sept. 25—Kansas City Auto Auction, Kansas City, Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Sept. 26—Northway Exchange, Clifton Park, N.Y.; Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 27—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Used Car Sales
Auction Averages

Sept. to date	$4,892
Month ago	$5,504
Year ago	$4,802

Chrysler Corp.

Sept. 24—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Sept. 25—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; Southwest Auto Auction, Phoenix, and South Seattle Auto Auction, Kent, Wash.

Sept. 26—Atlanta Auto Auction, Red Oak, Ga., and Fredericksburg Auto Auction, Fredericksburg, Va.

Oct. 1—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Golden Gate Auto Auction, Fremont, Calif., and Nu-CarPrep System, Santa Fe Springs, Calif.

Oct. 2—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Dallas Auto Auction, Grand Prairie, Tex., and Minneapolis Auto Auction, Plymouth, Minn.

Oct. 3—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Oct. 4—Concord Auto Auction, Acton, Mass., and Floyd Hauge Auto Auction, Bridgeton, Mo.

Model Breakdown
Auction Averages

	SEPT., 1985	AUGUST, 1985	JULY, 1985
1985	$10,041	$11,068	$10,804
1984	$7,425	$7,762	$7,727
1983	$6,075	$5,923	$5,971
1982	$4,768	$5,094	$5,326
1981	$3,960	$4,228	$4,141
1980	$3,011	$3,165	$3,245
1979	$2,561	$2,585	$2,590
1978	$1,999	$2,099	$2,139
Overall Average	$4,892	$5,172	$4,815

Ford Motor Co.

Sept. 24—Denver Auto Auction, Englewood, Colo.

Sept. 26—Big H Auto Auction, Hoston, and Arena Auto Auction, Chicago.

General Motors

Sept. 25—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City, Mo.

Sept. 26—Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, and Big H Auto Auction, Houston.

Oct. 1—Dallas Auto Auction, Dallas.

Oct. 2—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

Oct. 3—Aptco Auto Auction, Taylor, Mich., Floyd Hauhe Auto Auction, Bridgeton, Mo.

Oct. 8—Denver Auto Auction, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Oct. 9—Northstar Auto Auction, Shakopee, Minn., and Brasher's Salt Lake Auto Auction, Salt Lake City.

Oct. 10—Nashville Auto Auction, Nashville.

Oct. 15—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Oct. 16—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Oct. 17—Southwest Auto Auction, Phoenix.

used-car auction directory

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On 15 counts

DeLorean indicted by U.S. grand jury

Continued from Page 3

heimer & Co. put together a group of wealthy U.S. investors and formed the DeLorean Research Limited Partnership.

The investors contributed $18.75 million for R&D work on the sports car. After commissions and fees, about $15.5 million went into the project. On Nov. 1, 1978, DeLorean contracted with a Geneva-based company known as GPD Services, Inc., to finish vehicle development of the sports car, then codenamed the DMC-12.

As it turned out, GPD was a Panamanian corporation with no assets, no personnel, no equipment and no apparent automotive engineering experieince.

GPD then subcontracted A.C.B. (Colin) Chapman and Lotus Cars to do the actual engineering work.

In late 1978 and early 1979, DRLP paid $12.5 million to GPD. The Northern Ireland DeLorean company, DeLorean Motor Cars, Ltd., largely funded with British Government tax dollars, paid another $5.15 million for a total of $17.65 million.

The $17.65 million never made it to Lotus. The Norwich-based company, an audit later showed, was paid about $22 million directly by DMCL and received nothing from GPD.

Instead, Marie-Denise Juhan Perrin, a business associate of Chapman who had GPD power-of attorney, cashed the checks. About $8.5 million went into an escrow account at Barclays Bank in London.

A year later, in September, 1979, the $8.5 million principal, with interest, had grown to $9.3 million, bankruptcy court documents show. The $9.3 million was wire-transferred to the account of Rothschild Bank AG, of Zurich, at Chase bank in New York. Rothschild then wire-transferred the $9.3 million to an account of Amsterdam-based Pierson, Heldring, Pierson Bank, in New York, at Mellon Bank.

Pierson then wire-transferred $8.9 million into John DeLorean's personal checking account at Citibank.

Toyota, Mazda and AMC in NHTSA defect inquiry

WASHINGTON.—NHTSA has decided to look into alleged sudden-acceleration problems involving certain Toyota, Mazda and American Motors products, according to its latest defect investigations report.

The Toyotas are 1981-1984 Cressida models which the safety agency believes may be prone to sudden acceleration. NHTSA had once before investigated the approximately 141,000 models that might be involved.

The Mazdas are 1981-1982 GLC models which NHTSA believes may be prone to sticking throttles. Approximately 116,000 vehicles are covered by this preliminary investigation.

The AMC cars are 1983-1985 Renault Alliance/Encore models and more than 400,000 vehicles are involved. NHTSA's investigation into those vehicles is farther along than the Toyota and Mazda investigations. It involves an engineering analysis, which is the last step before a formal defect investigation is performed.

In addition to the sudden-acceleration investigations, NHTSA also is taking a preliminary look into alleged power steering and power brake problems in 1982 General Motors school buses.

It has also upgraded investigations into alleged hood-latch problems with 1981-1984 Ford Escort/Lynx cars, alleged seatback-recliner problems in 1983-1985 GM cars and alleged power brake difficulties in 1982 GM A-body cars.

On the other side of the scale, it has decided to close investigations involving alleged door-hinge problems on 1981-1982 Chrysler K-cars, alleged tie-rod problems on 1984-1985 Pontiac Fieros, alleged brake-hose defects on 1980-1985 IHC school buses and alleged frame cracks in 1978-1982 Ford CLT 9000 trucks on the ground that no defect trend can be discerned and no unreasonable risk exists.

Award for King

Louis King, left, King Oldsmobile, Fort Lauderdale, receives Oldsmobile's Elite Award from John Martabano, Jacksonville zone manager, for selling 14,928 Oldsmobiles in 1984. Witnessing the ceremony are Terry Ruppenthal, second from left, King general manager, and Jim Danhof, assistant zone manager.

NEW-CAR MARKET SHARES IN U.S.

	JULY					7 MONTHS				
	Regis., July, 1985	Percent Share of Market	Regis., July, 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84	Regis., 7 Mos., 1985	Percent Share of Market	Regis., 7 Mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Chevrolet	134,079	14.13	145,140	16.07	−1.94	909,771	14.65	943,542	15.94	−1.29
Ford	109,675	11.56	108,253	11.99	−0.43	813,907	13.11	739,205	12.49	+0.62
Oldsmobile	96,088	10.12	93,904	10.39	−0.27	623,842	10.05	653,257	11.04	−0.99
Buick	73,853	7.78	81,575	9.03	−1.25	502,714	8.10	533,563	9.02	−0.92
Pontiac	61,790	6.51	64,469	7.13	−0.62	439,560	7.08	408,046	6.89	+0.19
Mercury	43,786	4.61	44,813	4.96	−0.35	305,358	4.92	296,776	5.01	−0.09
Dodge	33,248	3.50	30,743	3.40	+0.10	260,822	4.20	210,036	3.55	+0.65
Chrysler	32,993	3.48	28,977	3.21	+0.27	211,851	3.41	178,079	3.01	+0.40
Cadillac	27,333	2.88	27,717	3.07	−0.19	169,440	2.73	176,656	2.98	−0.25
Plymouth	22,680	2.39	24,424	2.70	−0.31	202,238	3.26	167,980	2.84	+0.42
Lincoln	13,469	1.42	12,939	1.43	−0.01	91,186	1.47	80,260	1.36	+0.11
AMC	9,375	0.99	16,313	1.81	−0.82	76,739	1.24	108,708	1.84	−0.60
GENERAL MOTORS	393,143	41.42	412,805	45.69	−4.27	2,645,327	42.61	2,715,064	45.87	−3.26
FORD MOTOR CO.	166,930	17.59	166,005	18.38	−0.79	1,210,451	19.50	1,116,241	18.86	+0.64
CHRYSLER CORP.	88,921	9.37	84,144	9.31	+0.06	674,911	10.87	556,095	9.40	+1.47
AMC	9,375	0.99	16,313	1.81	−0.82	76,739	1.24	108,708	1.84	−0.60
IMPORTS	290,738	30.63	224,103	24.81	+5.82	1,600,549	25.78	1,422,531	24.03	+1.75
MISC. DOMESTIC	26	0.00	20	0.00	−0.00	131	0.00	160	0.00	−0.00
TOTAL	949,133		903,390			6,208,100		5,918,799		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. New York, Oklahoma for 1984 and Oklahoma for 1985 from manufacturers' sales records.

Imports jump to 30 pct. of market

July registrations best since '78

By Jenny L. King
Detroit Reporter

New-car registrations spiraled to their highest total of the calendar year in July and were the best for the month since the record year of 1978.

The story behind the headlines belonged to imports, up more than 65,000 in number July to July. Their share of the market grew by 5.82 percentage points.

According to figures released by R.L. Polk & Co., registrations of both domestic and imported cars reached 949,133 in July, up 2.84 percent from 922,910 a month earlier and 5.06 percent ahead of July, 1984, when the total was 903,390.

Highest-ever registrations for July—1,061,554—were recorded in 1978.

The domestic total dropped 1.27 percent from June to July, to 658,-395 from 666,863. The figure was down 3.08 percent from 679,287 domestics in July, 1984.

Imports hit a record 290,738, up 29.73 percent from 224,103 a year earlier. Their share of the market hit 30.63 percent, not a record but the first time imports have taken 30 percent since August, 1983. The largest market share for the imports was 34.16 percent in August, 1982, on registrations of just 214,290. That was at the bottom of the domestic sales slump.

Chrysler Corp. was the only domestic auto maker to show an improvement in its share of the market this July versus 1984. And that was a dainty 0.06-percentage-point increase, to 9.37 percent from 9.31 percent. Ford Motor Co. was off 0.79 percentage points, American Motors dropped 0.82 percentage points to less than one percent of the total market and General Motors plunged 4.27 percentage points July to July.

Excluding imports, GM slipped to 59.71 percent of the market from 60.77 percent; Ford was up to 25.35 percent from 24.44 percent; Chrysler climbed to 13.51 percent from 12.39 percent; AMC skidded to 1.43 percent from 2.40 percent, and miscellaneous domestics failed to show up on the percentages scoreboard with only 26 registrations this year versus 20 in July, 1984.

The imports' 30.63 percent of the market was the largest single segment in the market-class breakdown. It was followed by U.S. intermediates at 26.05 percent; compacts at 15.27 percent; subcompacts at 10.08 percent; standards at 9.53 percent, and luxury cars at 8.44 percent.

The July, 1984, market-class spectrum featured imports at 24.81 percent; intermediates at 25.34 percent; compacts at 19.21 percent; subcompacts at 11.71 percent; standards at 11.02 percent, and luxury models at 7.91 percent.

The domestics-only market for July of this year featured intermediates at 37.56 percent; compacts at 22.02 percent; subcompacts at 14.53 percent; standards at 13.73 percent, and luxuries at 12.16 percent.

• Total registrations at the end of the first seven months of 1985 were up 4.89 percent from their 1984 level, climbing to 6,208,100 from 5,918,799. Registrations this year maintained a 22.98-percent distance ahead of 1983 when the seven-months total was 5,047,873.

Imports were up 12.51 percent year to year; domestics had only a 2.48-percent gain.

The domestic total of 4,607,551 included market share increases for Chrysler and Ford. Chrysler gained 1.47 percentage points, moving up to 10.87 percent from 9.40 percent; Ford picked up 0.64 percentage points, progressing to 19.50 percent from 18.86 percent.

Imports gained 1.75 percentage points year to year, based on registrations of 1,600,549 in 1985 compared with 1,422,531 the preceding year. Their year-to-date share expanded to 25.78 percent from 24.03 percent.

GM's year-to-date share of the market slipped to 42.61 percent from 45.87 percent in 1984.

The market without imports was divided in this manner: GM at 57.41 percent, Ford at 26.27 percent, Chrysler at 14.65 percent and AMC at 1.67 percent. In 1984 GM had 60.38 percent, Ford had 24.83 percent, Chrysler had 12.37 percent and AMC had 2.42 percent.

Alaska gets tough on dealers using supplemental stickers

Continued from Page 8

general agreement. The retailers asked for more guidelines from the attorney general's office and were awaiting them when the business advisory was issued, he said.

"We had no quarrel with it," said Sutton. "Then the next thing we heard from them was this big announcement."

The attorney general's office issued a similar business advisory to dealers in October, 1983. But Brown said the problem has not been alleviated.

"Despite this earlier business advisory, there still appears to be some confusion as to practices we consider unfair or deceptive," Brown said in a Sept. 6 letter to dealers which disclosed the new advisory. "The purpose of this advisory is to set forth clearly the type of practices we consider unfair or deceptive."

After reviewing the advisory and making changes in supplemental stickers, dealers were asked by Brown to complete a form and return it to the attorney general's office by Oct. 11.

The forms will be reviewed for compliance and the Consumer Protection Section will "talk . . . informally" with those who are not complying.

Sutton contended the business advisory is not necessary in the Anchorage area, where he said the majority of vehicles in the state are sold.

"Discussion would have led to compliance by dealers who perhaps were not in compliance," he said.

Sutton said his own dealership has always made clear that additional charges were intended as dealer profit.

"We have always told customers that additional profit is for the added cost of doing business in the state of Alaska," he said. "Our wages are higher, the costs are greater, the heat is more expensive, snow-removal costs are more and flooring costs are higher because we have to carry larger inventory. When you add all those items in, you do need to make more money."

AMC recalls 2,850 Renaults

SOUTHFIELD, Mich.—American Motors is recalling 2,850 1985 Renault Fuegos and Sportwagons.

AMC said that on some of the vehicles, a nut that attaches the steering wheel to the steering shaft may gradually loosen. In addition, AMC said, the Sportwagons equipped with cruise control may have a control cable clip that could become disengaged, thus preventing the engine from returning to normal idle speed.

AMC said it had no reports of accidents or injuries as a result of either condition.

New L-M deal in Alabama

Youngblood-Perry Lincoln-Mercury, Inc., has opened in Montgomery, Ala. Dealership principals Franklin Perry, left, and Robert Youngblood, center, receive a copy of Lincoln-Mercury's sales and service agreement from John Treter, the division's Atlanta district sales manager.

He warns of threat to U.S. exports

Reagan rips protectionist tide

Continued from Page 6

of problems, foremost among them the federal budget deficit, must be addressed before the U.S. can become fully competitive. But, Petersen said, "meanwhile, the U.S. is losing jobs and production." He called the Bentsen bill "a realistic, results-oriented approach" to the problem.

"It would not erect permanent trade barriers, but would induce countries with large trade surpluses to take actions on their own to reduce those surpluses," Petersen said.

"It tells the countries to deal with the problem however they might wish . . . but makes it clear that they must solve the problem and that the U.S. has the will to act if they do not."

But measures similar to that proposed by Bentsen were criticized in a report prepared by the Congressional Budget Office.

The CBO study opposed protective measures, claiming new high tariffs on imported goods would raise U.S. prices, interest rates and the value of the dollar.

Also, the CBO said, new tariffs would diminish the purchasing power of U.S. consumers, raise the prices of imported components used in U.S. finished goods and thereby hurt the competitiveness of such products overseas. A reduction in the incomes of foreign nations would also effect the ability of those countries to buy U.S. products, the CBO said.

Separately, the Business Roundtable, an association of chief executive officers of some 200 major corporations, urged both President Reagan and Congress to exert strong leadership to avoid a "disastrous trade war that could permanently weaken the competitiveness of American industry."

General Motors Chairman Roger B. Smith is a co-chairman of the Roundtable's policy committee and Petersen is a member.

The Roundtable said the alternative to leadership by the Administration will be a "rash of unwise, protectionist bills in Congress—bills that face presidential veto."

Citing the alarming number of U.S. industries seeking some form of import relief, the Roundtable urged Congress to evaluate proposals carefully on the basis of "facts, not emotions or perceptions."

The Roundtable has a 10-point program. Included are better use of existing trade laws, a new round of multilateral trade negotiations, reducing the budget deficit, changing tax law to encourage investment and savings and taking actions to spur exports.

Three recommendations are for trading partners and two apply to Japan. One is to reduce its tariff and non-tariff barriers to increase imports. The other is to shift its domestic policy to encourage domestic consumption and reach better balance in international accounts.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

JULY, 1985 VERSUS JULY, 1984

	1985 Month	1985 Year	1984 Month	1984 Year
AMC Alliance FWD	4,936	41,142	8,512	55,997
Encore FWD	3,514	28,049	6,582	41,094
Eagle 4WD	156	1,656	266	2,371
Eagle 4WD SW	769	5,892	953	9,246
TOTAL AMC	9,375	76,739	16,313	108,708
Chrysler Laser FWD	3,734	32,848	5,129	31,638
LeBaron GTS FWD	7,311	35,389	0	0
LeBaron FWD	7,095	49,004	8,678	50,965
LeBaron SW FWD	572	4,276	860	5,869
E Class-NY FWD	4,744	33,064	6,529	46,987
NY Fifth Ave-Newpt	9,337	57,270	7,781	42,620
Imperial	0	0	0	0
Total	32,993	211,851	28,977	178,079
Plymouth Horizon FWD	4,890	54,527	6,090	44,571
Turismo FWD	3,807	34,830	4,408	27,281
Reliant FWD	6,993	60,418	8,645	62,955
Reliant SW FWD	2,743	19,464	3,682	23,989
Caravelle FWD	2,598	21,442	0	0
Gran Fury	1,649	11,557	1,599	9,184
Total	22,680	202,238	24,424	167,980
Dodge Omni FWD	4,146	46,273	5,431	38,379
Charger FWD	3,868	37,450	4,614	29,924
Daytona FWD	3,761	30,553	3,855	26,148
Aries FWD	6,066	49,910	6,510	47,676
Aries SW FWD	2,210	15,509	2,549	19,354
Lancer FWD	5,336	25,208	0	0
600'84/400'83 FWD	4,547	33,833	5,135	34,703
Diplomat	3,314	22,086	2,649	13,852
Mirada	0	0	0	0
Total	33,248	260,822	30,743	210,036
TOTAL CHRYSLER CORP.	88,921	674,911	84,144	556,095
Ford Escort FWD	25,561	178,747	21,643	150,265
Escort SW FWD	6,615	45,766	6,806	48,584
EXP FWD	1,309	15,846	2,807	15,538
Tempo FWD	17,999	174,115	22,129	145,989
LTD	11,443	91,090	11,535	82,014
LTD SW	2,929	25,102	4,606	32,542
LTD Crn. Victoria	13,371	80,631	12,809	80,016
LTD Crn. Victoria SW	2,281	15,282	2,449	18,065
Mustang	14,436	95,255	11,177	76,504
Thunderbird	13,731	92,073	12,292	89,688
Total	109,675	813,907	108,253	739,205
Lincoln Town Car	9,306	62,312	6,910	44,569
Mark VII	1,841	11,315	2,533	19,626
Continental	2,322	16,959	3,496	16,065
Total	13,469	91,186	12,939	80,260
Mercury Lynx FWD	5,605	37,709	4,183	29,734
Lynx SW FWD	1,181	8,111	1,150	8,146
LN7 FWD	0	0	0	0
Capri	1,306	8,976	1,396	11,021
Zephyr	0	0	0	0
Topaz FWD	4,709	47,231	5,934	42,605
Marquis	6,771	49,837	8,425	50,550
Marquis SW	725	5,593	1,071	7,473
Grand Marquis	11,101	69,785	11,453	71,917
Grand Marquis SW	1,056	7,139	1,482	9,429
Cougar	11,332	70,977	9,719	65,901
Total	43,786	305,358	44,813	296,776
Lincoln-Mercury Division Total	57,255	396,544	57,752	377,036
TOTAL FORD MOTOR CO.	166,930	1,210,451	166,005	1,116,241
Buick Skylark FWD	3,534	52,817	8,895	60,239
Skyhawk FWD	7,252	49,252	11,808	64,912
Skyhawk SW FWD	457	3,781	1,085	6,253
Somerset Regal FWD	6,241	57,200	0	0
Century FWD	18,589	108,242	14,808	101,080
Century SW FWD	2,327	15,009	2,819	17,332
Regal	9,458	60,279	17,676	116,275
Regal SW	0	0	0	0
LeSabre	11,248	75,055	11,945	81,348
Electra	0	0	1,834	32,068
Electra FWD	8,731	43,416	5,739	15,802
Buick SW	1,045	8,140	1,210	8,431
Riviera FWD	4,971	29,523	3,756	29,823
Total	73,853	502,714	81,575	533,563
Cadillac DeVille	82	1,607	8,112	65,535
DeVille FWD	9,428	51,303	4,735	11,947
Cimarron	1,748	12,143	1,452	10,307
Fleetwood & Chassis	4,493	27,873	2,683	24,816
Fleetwood FWD	3,024	18,785	1,895	5,245
Eldorado FWD	5,845	38,958	5,859	38,658
Seville FWD	2,713	18,771	2,981	20,148
Total	27,333	169,440	27,717	176,656
Chevrolet Nova	3,229	4,298	0	0
Chevrolet Chevette	10,008	69,848	13,948	106,648
Camaro	19,003	119,698	20,147	119,073
Cavalier FWD	24,292	204,589	26,611	162,559
Cavalier SW FWD	5,493	46,763	8,471	52,113
Citation FWD	2,949	36,557	8,992	61,411
Malibu	0	0	0	0
Malibu SW	0	0	0	0
Celebrity FWD	26,252	149,847	20,472	137,803
Celebrity SW FWD	8,651	48,047	9,439	55,591
Monte Carlo	10,365	66,459	10,252	78,785
Impala	4,223	30,122	5,947	32,048
Caprice	11 265	78,554	12,712	85,914
Chevrolet SW	4 888	32,230	5,975	35,267
Corvette	3,451	22,751	2,174	16,330
Total	134,079	909,771	145,140	943,542
Oldsmobile Omega FWD	0	0	4,055	27,640
Firenza FWD	3,098	26,909	4,951	27,212
Firenza SW FWD	667	6,150	1,377	8,352
Calais FWD	8,103	72,422	0	0
Cutlass Ciera FWD	27,060	162,386	18,774	125,345
Cutlass Ciera SW FWD	3,809	24,703	4,528	26,125
Cutlass Supreme-Calais	19,280	124,215	24,958	205,043
Cutlass SW	0	0	0	0
Delta 88	17,237	109,340	21,537	138,765
98	0	0	810	35,796
98 FWD	11,451	64,041	6,659	17,242
Oldsmobile SW	2,312	13,395	2,727	18,428
Toronado FWD	3,071	20,281	3,528	23,309
Total	96,088	623,842	93.904	653,257
Pontiac 1000	1,992	12,827	2,765	16,122
Firebird	10,007	61,517	9,747	60,261
Sunbird FWD	7,374	63,548	11,664	65,673
Sunbird SW FWD	502	4,814	1,165	7,171
Grand Am FWD	5,209	58,602	0	0
Phoenix FWD	0	0	1,710	8,742
Bonneville	4,337	30,004	6,036	41,641
Bonneville SW	0	0	0	0
6000 FWD	13,147	76,621	9,753	61,404
6000 SW FWD	1,799	8,802	2,109	11,991
Grand Prix	4,538	31,670	6,589	45,152
Parisienne	4,053	27,085	3,522	21,658
Pontiac SW	1,351	8,457	1,531	9,234
Fiero	7,481	55,613	7,878	58,997
Total	61,790	439,560	64,469	408,046
TOTAL GM CORP.	393,143	2,645,327	412,805	2,715,064
Miscellaneous Domestic	26	131	20	160
Domestic Station Wagon Total	54,382	372,425	68,044	438,985
Domestic Grand Total	658,395	4,607,551	679,287	4,496,268
Import Total	290,738	1,600,549	224,103	1,422,531
Grand Total All Registrations	949,133	6,208,100	903,390	5,918,799

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Manufacturers' sales records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

Bills on methanol would give break to gas gulpers

Continued from Page 3

vance that time frame by three years by requiring the Federal Government to buy 5,000 methanol cars annually begnning in 1987.

It would make $10 million available for the purpose that year, followed by another $8 million in fiscal 1988, $5 million in fiscal 1989 and $5 million in fiscal 1990.

As early as next year, it would require that all cars bought by the Federal Government be capable of running on all fuels certified by the EPA; that is, various blended fuels using either methanol or ethanol. To date, the agency has certified none with methanol or ethanol concentration greater than 5 percent.

The Sharp measure would have the government spend $2 million on a long-haul methanol truck demonstration program. A cross-country route would be designated and methanol fuel would be available on that route.

Sharp would give EPA $4 million to run a four-year pilot program on the feasibility of powering urban buses on methanol. EPA would be authorized to buy five buses and set up an interagency group to oversee the various methanol demonstration programs.

By 1991, it would require that in all areas defined as not in compliance with federal ambient air-quality standards, only methanol-powered buses may be purchased.

Various reports and studies would also be required of the Interagency Commission on Methanol.

The prospects for getting a methanol use bill out of Congress this year are clouded because of Congress' tight schedule. But in view of the bipartisan support both the Senate and House measures have, as well as the support of the Administration, its chances are probably better than most.

Fifth Avenue sales jump

DETROIT.—The Chrysler Fifth Avenue is one of Chrysler Corp.'s best-selling models with 1985 model year sales 40 percent ahead of a year ago, Chrysler said.

Graphics from Sharpline Converting

This Tric Edition graphic system comes from Sharpline Converting, Inc., Wichita. Five color combinations are available.

Dingell joins Ford and GM in backing easier CAFE

Continued from Page 3

than restricting the sale of highly profitable cars.

If that caused significant financial losses to a corporation, the "business judgment" of the directors might be questioned. But directors could argue that despite the short-term losses to the corporation, there were other long-term goals—expansion of market share, etc.—that could be offsetting.

Thus, while CRS said it cannot judge the merits of a shareholder suit without knowing the facts of the case, it did indicate that to prevail in such a suit, shareholders would have substantial legal and factual burdens.

In any case, both GM and Ford have said they cannot and will not plan to break the law.

In other words, their present law violations have all been inadvertent, and they hope those CAFE shortfalls will be covered by carryback credits if NHTSA grants their petitions or by carryback credits plus curtailment in production of large cars and consequent layoffs. Or in Ford's case, by moving production overseas and counting large cars in the import fleet.

GM—which saw some $500 million in credits expire unused because they were beyond the three-year limit—is in the worst straits.

Although GM covered its 1983 noncompliance (24.0 MPG versus the standard of 26 MPG) with carryforward credits, it needs carryback credits both for its deficiency in 1984 models (24.9 MPG versus the standard of 27.0 MPG) and for the projected 1985 deficiency (probably 25.0 versus 27.5 MPG).

GM has petitioned for relief from future CAFE standards even though it expects to be in compliance for some years. Its reasoning is that it needs carryback credits to wipe out its liability for fines for past years.

Whether a company can petition for reasons other than that it cannot meet the standard is a matter in dispute. But since NHTSA is looking only at a possible rollback for the 1986 models, it has not yet been addressed. When NHTSA addresses petitions for future years, it is likely to become a central feature of the debate.

Ford also had enough carryforward credits to make up its deficiency for the 1983 model year (24.3 MPG versus the standard of 26 MPG) and for the 1984 model year (25.8 MPG versus the standard of 27.0 MPG). But it will need to use carryback credits for the 1985 model year (probably 26.3 MPG versus the standard 27.5 MPG).

And for all of Chrysler's objections, it was almost in non-compliance. Its projected 1985 CAFE was 27.3 MPG—two-tenths of an MPG short—until EPA came along with its CAFE adjustment factor which has now pulled Chrysler up to the standard.

Except for the philosophical arguments, nothing new was heard at the Markey hearing. NHTSA head Diane Steed said the Administration favored the workings of the free market but she stopped short of endorsing repeal of the law. However, the lowering of the 1986 CAFE standard to 26 MPG from 27.5 MPG seems a foregone conclusion.

The Center for Auto Safety and a whole raft of energy and environmental groups again opposed lowering of the standard. If—or when—the government does so, some or all may go to court, where they have in general had more success than in their tussles with the Reagan Administration.

EPA and FBI serve warrant on compliance lab

LOS ANGELES.—As part of stepped-up activity in policing laboratories that certify gray-market cars, the EPA and FBI served a criminal search warrant on Fairway Environmental Engineering, a Torrance-based lab on the EPA approved list.

An EPA spokesperson said the agency has stopped processing test packets from Fairway and will begin an administrative review of the lab to determine whether it should be kept on the EPA approved list. Any criminal violations will be handled by the U.S. District Attorney's office in Los Angeles.

Related story, Page 37

In an unrelated case, the EPA suspended Azle Research Lab, Azle, Tex., for one year following an administrative review of its test practices and data submitted to the government. According to the EPA, no criminal charges were filed because the lab cooperated voluntarily with the agency. After the year's suspension, the lab must re-apply for EPA approval.

Those moves followed similar enforcement activities against two other labs, Custom Engineering and Albert Mardikian Engineering.

Custom Engineering is in the midst of an EPA administrative review of its practices, while Mardikian pleaded guilty to criminal charges brought against him in U.S. District Court. Mardikian was to be senteneced last Monday, but that court appearance has been postponed until Nov. 4.

In response to FOI request by Chrysler

GM, Ford CAFE estimates listed

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—CAFE projections made by General Motors and Ford Motor Co. for the 1987-90 model years have been made public by NHTSA—along with the caveats by the two companies that guessing future sales is a very uncertain business.

The GM and Ford estimates became public in response to a Freedom of Information request by Chrysler Corp., whose own projections have also been added to the NHTSA docket.

GM expects a CAFE of 26.0 MPG for 1987 models, 28.0 MPG for 1988 models, 28.6 MPG for 1989 models and 29.0 MPG for 1990 models.

Ford uses a range for its projections: 26.0 to 27.3 MPG for 1987 models, 25.9 to 27.1 MPG for 1988 models, 26.2 to 27.6 MPG for 1989 models and 27.5 MPG for 1990 models.

Both companies have petitioned for a reduction of the CAFE standard from 27.5 MPG to 26.0 MPG for those model years. NHTSA, however, has proposed a reduction to 26 MPG for 1986 models and has not yet issued any proposal for future years.

The Automobile Importers of America, on behalf of its European members, has also asked for lower CAFEs for 1986 and later models. AIA membership does not include Mercedes-Benz of North America, which would also benefit from lower CAFEs although it has not made any request.

Ford said its estimated ranges do not reflect any limiting of production of models consumers want to buy, or "partial or complete outsourcing of full-size models outside the U.S. and Canada in order to transfer these Ford models from the domestic to the import CAFE for these model years."

Ford also said the lessening of the bottom of the range between 1987 and 1988 models is not that it is trying less but is "primarily a function of volume shifts caused by acceleration of certain new-model introduction dates."

Finally, said Donald Buist, Ford's director of auto emissions and fuel economy, the projections do not reflect "extraordinary marketing programs," not only because it is so hard to predict consumer and competitor response but also because some sales generated that way steal from future sales.

In a letter signed by James D. Johnston, industry-government relations vice president, GM described the forecast as "fragile" and said that if changed circumstances result in a reduction only half as large as the average variance per year experienced in the 1982-85 period, lowering CAFE for those future years to 26.0 MPG is justified.

GM noted that a full-line maker can be hurt two ways by lower fuel prices: Fewer small cars sold and more large cars bought. If gasoline prices continue to fall, then GM's projections are too high. Further, the GM scenario assumes a lowering of the dollar in foreign exchange markets, but if that does not occur, fuel prices will be lower than GM has estimated.

Other factors listed by GM as affecting CAFE projections include the strength of the U.S. economy, performance of new technology and extent of future import penetration.

Chrysler's future projections, now also in the docket are: 27.7 MPG for 1986 models, 28.6 MPG for for 1987 models; 29.1 MPG for 1988 models, 29.8 MPG for 1989 models and 30.9 for 1990 models.

Currently, for 1985 models, and with all companies adjusted for EPA test procedures, GM comes in at 25.5 MPG, Ford at 26.3 MPG and Chrysler at 27.9 MPG.

Honda and IRS reportedly settle 7-year dispute

TOKYO.—Honda Motor Co. reportedly has ended its seven-year dispute with the U.S. Internal Revenue Service over 1975 tax payments of its American subsidiary. It has dropped a suit against an IRS order for a penalty tax.

As a condition of the settlement, the IRS agreed to drop its 1978 penalty tax order against the auto maker, but Honda declined to reveal details of the agreement.

However, two other Japanese manufacturers, Nissan Motor Co. and Toyota Motor Corp., indicated that they would continue to fight similar IRS penalty taxes against their U.S. subsidiaries.

It is estimated that Nissan's penalty totals $500 million and Toyota's is in the neighborhood of $1 billion.

The IRS alleges that the three manufacturers set high prices for exports to their U.S. subsidiary sales units with the intention of narrowing their profits so that the subsidiaries would pay less in taxes to the IRS.

Sutherlin adds Toyota outlet

ST. PETERSBURG, Fla.—George Sutherlin, co-owner with his brother Jake Sutherlin, of Courtesy Toyota in Pinellas Park, has purchased Bill Brown Toyota and renamed it St. Pete Toyota.

The Sutherlins own several domestic and foreign-car dealerships in Florida, Alabama and California.

The two local Toyota dealerships are separate enterprises, said Harvey Albert, St. Pete Toyota's general manager.

Stock of Japanese makes rises to seven-month peak

Continued from Page 1

Colts and Mitsubishi all experienced sales declines, but also doubled or nearly doubled their unit counts. Sales were down and inventories were up—but not quite as much—for Spectrum and both Vistas.

Merkur escaped the general malaise affecting captive imports via incentives. Its sales rose and its inventory fell. Sales and inventories remained fairly constant—although poor—for the lame-duck Renault imports.

Toyota apparently has nothing left in most dealership showrooms (importers average upwards of eight days' worth of stock in transit alone); it reported a six-day supply of cars. Not surprisingly, its sales rate fell during the month because of shortages. Its inventory fell faster.

Like the car picture, the truck makers' days-supply figures were attributable largely to big increases in shipments. Both Isuzu and Chrysler Ram 50 sales fell, but both also doubled their stockpiles of trucks. Mitsubishi—beset by shortages until the strike ended—saw its sales fall by half and its stockpile nearly triple.

Adding cars and trucks together, there were 393,016 import vehicles in stock on Sept. 1, up from a month earlier (366,591) but down from two months earlier. On Sept. 1, 1984, the count was 259,865.

The vehicle stockpile equated to a 33-day supply at the start of this month, a four-month high. On Aug. 1, there was a 26-day supply of imported vehicles; on Sept. 1, 1984, there was 25 days' worth.

The car inventory was split this way at the beginning of this month: Japan, 65.02 percent; Germany, 25.61 percent, and other countries, 9.37 percent. One month earlier, the shares were: Japan, 58.22 percent; Germany, 29.35 percent, and other countries, 12.43 percent.

Japanese cars were, on average, good for 25 selling days. The Japanese makes and their days' supplies: Chevrolet, 128 (Sprint, 165; Spectrum, 114); Chrysler Corp., 119 (Dodge Colt, 139; Plymouth Colt, 135; Dodge Conquest, 99; Plymouth Conquest, 85; Dodge Vista, 82; Plymouth Vista, 81); Isuzu, 84; Mitsubishi, 50; Nissan (imports only), 33; Mazda, 21; Subaru, 20; Honda (imports only), 11, and Toyota, 6.

German cars had an average of 55 days' supply: VW (imports only), 62; Porsche, 61; Audi, 59; Merkur, 58; BMW, 49, and Mercedes-Benz, 42.

The average for the other European countries was 48 days' worth: Renault, 321; Peugeot, 70; Volvo, 39; Alfa Romeo, 37; Saab, 35, and Jaguar, 17.

IMPORT STOCKS

	Sept. 1, 1985	Aug. 1, 1985	Sept. 1, 1984
Spectrum	114	79	0
Sprint	165	62	17
Chevrolet	128	74	17
Plymouth Colt	135	44	86
Dodge Colt	139	38	77
Plymouth Conquest	85	104	130
Dodge Conquest	99	113	150
Plymouth Vista	81	33	82
Dodge Vista	82	33	87
Chrysler Corp.	119	42	86
Honda	11	9	12
Isuzu	84	92	73
Mazda	21	23	29
Mitsubishi	50	18	63
Nissan	33	26	21
Subaru	20	22	11
Toyota	6	12	7
JAPAN	25	21	18
Audi	59	51	78
BMW	49	59	75
Mercedes-Benz	42	40	23
Merkur	58	117	0
Porsche	61	56	24
VW	62	66	54
GERMANY	55	57	53
Alfa Romeo	37	24	67
Jaguar	17	25	11
Peugeot	70	77	48
Renault	321	297	135
Saab	35	40	19
Volvo	39	41	39
OTHERS	48	49	48
Total Import Cars	31	29	24
Isuzu	71	29	81
Mazda	17	12	32
Mitsubishi	97	15	67
Nissan*	47	35	34
Toyota	20	12	11
Chrysler	114	38	83
Total Imp. Trucks	40	20	28
Total Imp. Vehicles	33	26	25

*Includes domestic trucks

Two weeks ahead of 1984 pace

Year's output passes 6 million

U.S. makers built their six-millionth car of the year last Friday (Sept. 20), two weeks ahead of 1984.

When the five-millionth car was built on July 30, the makers were also two weeks ahead of 1984.

Estimated auto production of 165,414 last week was up 5.73 percent from the previous week's 156,445.

Last week's output soared 51.11 percent over the year-ago week's 109,465. Strikes at several General Motors plants were responsible for last year's low total.

So far this year, 6,018,847 cars have been built, 4.70 percent more than the 5,748,573 that had been assembled last year at this point.

• Last week's estimated auto output was shared as follows: GM, 58.60 percent; Ford Motor Co., 18.68 percent; Chrysler Corp., 16.87 percent; American Motors Corp., 1.66 percent; Volkswagen of America, 1.29 percent; New United Motor Mfg., Inc., 1.15 percent; Honda of America Mfg. Co., 0.97 percent, and Nissan Motor Mfg. Co., U.S.A., 0.78 percent.

GM plants in Doraville, Ga., and Janesville, Wis., worked two overtime shifts on Saturday (Sept. 21.)

Ford's Lorain (O.) plant, which assembles Thunderbird and Cougar, was closed by a strike last week.

Ford has scheduled daily overtime this week at its plants in Chicago; Dearborn; Kansas City, and Wayne, Mich. Saturday (Sept. 28) overtime is scheduled at the Wayne plant.

Chrysler slated two overtime shifts Saturday (Sept. 21) at the Newark and St. Louis plants. The plants are scheduled for two nine-hour daily shifts this week. The Jefferson–(Detroit) plant is scheduled to operate two 8½-hour shifts this week.

Honda's production was lower than usual last week as the company wound up assembly of 1985 models. Full-scale production of 1986 models begins this week.

Israeli firm to build pilots of heavy-duty transmission

TEL AVIV, Israel.—A pact for production of at least eight pilot models of an energy-saving heavy-vehicle transmission has been finished between Industries Development Corp. (IDC), of Israel, and an Israeli manufacturer.

Research on the system, which incorporates a flywheel in conjunction with a continuously variable transmission, began some years ago at the Jerusalem-based Scientific Research Foundation.

The new transmission is said to save fuel by recouping much of the kinetic energy lost when brakes are applied and when the vehicle coasts downhill.

It also enables the engine to operate at its optimum speed most of the time, which the developer said enchances efficiency and reduces waste and emissions.

The new concept does not require investment in new production facilities and does not involve adoption of highly innovative and potentially costly production methods, according to the developer. It was reported that all the necessary components can be made using technologies long familiar to the automotive industry.

Tests reportedly conducted in the U.S. in cooperation with General Motors are said to have yielded fuel savings of around 30 percent. GM, which participated in development costs, has acquired a non-exclusive license to the new system.

Martinson's 25th

TIOGA, N.D.—Delford Martinson, owner of Tioga Motor Service, Inc., has received a 25-year-dealer award from Chevrolet.

Talks resume at Ford Lorain; layoffs spread

Ford Motor Co. and the UAW resumed bargaining late last week in an effort to settle the dispute that closed the Lorain (O.) assembly plant Sept. 9.

Also last week, Ford laid off about 550 UAW workers in the Detroit area, bringing to more than 7,000 the number idled by the Lorain strike.

The layoffs occurred at Ford's Chesterfield, Utica, Saline and Sheldon Road component plants. If the strike is not settled, Ford will lay off 1,100 more today (Sept. 23) at other plants.

On Sept. 9, Ford laid off 1,400 workers at its truck body plant in Avon Lake, O. At Lorain, 5,200 workers are idle.

The strike centers on health and safety issues.

Truck production holding steady at over 70,000

Domestic manufacturers estimated production of 71,884 trucks last week, about the same (up 0.05 percent) as the previous week's 71,846.

The past two weeks' production marked the first time since mid-June that output has risen over 70,000 units.

Last week's total was 36.94 percent more than the year-ago week's 52,494, when some General Motors plants were on strike.

So far this year, 2,509,313 trucks have been assembled, 10.19 percent more than the 2,277,344 built last year at this point.

Two Saturday (Sept. 21) overtime shifts were scheduled at GM plants in Janesville, Wis., and St. Louis.

Ford Motor Co. has scheduled daily overtime this week (Sept. 23) at its plants in Kansas City; Louisville; Wayne, Mich., and Norfolk. Saturday (Sept. 28) overtime is scheduled for the the Louisville plant.

At presstime, Ford's plant in Lorain, O., remained on strike over health and safety grievances. The strike began Sept. 9.

Chrysler Corp. scheduled two overtime shifts Saturday (Sept. 21) at its Warren (Mich.) plant. Two nine-hour daily shifts are scheduled this week at Warren.

Canada car output hot on the heels of '84 production

Scheduled output of 23,353 cars in Canada last week was down 5.97 percent from the previous week's 24,835 but 27.73 percent above the year-ago week's 18,283.

So far this year, 769,065 cars have been assembled, a pace that is now just 0.88 percent behind last year's 775,893 at this point.

Since mid-April, when year-to-date car production was 15.21 percent behind 1984's, the makers have been steadily catching up with last year's output.

Truck makers estimated production at 18,450 units last week, 1.22 percent more than the previous week's 18,228, and 3.47 percent better than the year-ago week's 17,831.

U.S. CAR PRODUCTION

	Week Ended Sept. 21, 1985	Week Ended Sept. 22, 1984	Week Ended Sept. 14, 1985	September To Date	Jan. 1 to Sept. 22, 1984	Jan. 1 to Sept. 21, 1985
AMERICAN MOTORS	2,750	4,526	2,856	7,922	145,187	83,774
Renault Total	2,750	4,526	2,856	7,922	145,187	83,774
Alliance	2,000	2,986	1,976	5,617	81,396	53,913
Encore	750	1,540	880	2,305	63,791	29,861
CHRYSLER CORP.	27,900	25,077	27,100	75,509	889,908	951,219
Plymouth Total	8,300	8,416	7,895	22,338	266,851	276,771
Horizon	2,800	3,344	2,875	8,080	115,904	107,166
Reliant	4,100	3,686	3,525	10,732	125,399	121,469
Caravelle	1,100	1,057	964	2,665	10,059	35,385
Gran Fury	300	329	331	843	15,489	12,751
Chrysler Total	8,800	7,579	8,501	23,457	293,664	309,817
LeBaron	1,200	1,958	942	2,794	85,668	67,079
LeBaron GTS	2,500	0	2,649	7,125	0	70,539
Laser	1,300	1,280	1,177	3,286	51,631	39,540
New Yorker/E-Class	1,100	1,726	1,238	3,178	70,291	48,928
Fifth Avenue	2,700	2,635	2,555	7,573	86,074	83,731
Dodge Total	10,800	9,982	10,904	29,722	329,393	364,631
Omni	2,700	2,876	2,833	7,322	108,936	103,834
Aries	3,800	3,013	3,756	10,336	99,757	102,605
Daytona	900	1,048	901	2,519	38,535	35,410
Dodge 600	1,300	1,502	1,361	3,466	55,124	47,617
Lancer	1,500	0	1,810	4,310	0	48,913
Diplomat	600	643	573	1,769	27,041	26,252
FORD MOTOR	30,912	32,697	25,469	84,393	1,277,430	1,205,184
Ford Division	21,538	21,693	18,968	59,329	828,609	803,168
Escort	7,484	7,141	7,506	19,901	252,490	241,638
Mustang	4,753	2,903	4,087	12,682	99,339	131,397
LTD	4,459	5,677	3,773	11,873	162,354	154,780
***Taurus	0	0	0	0	0	0
Thunderbird	2,240	2,870	0	5,479	108,157	128,404
Crown Victoria	0	2,022	0	0	60,310	7,122
EXP	0	1,091	0	0	28,604	3,863
Tempo	2,992	759	3,502	9,385	117,355	135,964
L-M Division	8,974	11,004	7,501	25,073	448,821	402,016
Mercury Total	6,119	8,102	4,605	17,294	327,964	284,722
Lynx	1,376	1,610	1,250	3,559	50,803	52,699
Capri	448	250	386	1,180	11,869	13,894
Marquis	2,321	1,973	1,427	5,195	84,605	77,202
***Sable	0	0	0	0	0	0
Cougar	1,120	1,746	0	3,739	81,984	94,024
Grand Marquis	0	2,192	0	0	68,046	4,733
Topaz	854	288	1,519	3,641	30,657	42,170
Lincoln Total	2,855	2,902	2,896	7,779	120,857	117,294
Continental	399	510	492	1,079	27,386	18,970
Lincoln	2,143	2,056	2,172	5,830	73,078	85,312
Mark VI/VII	313	311	322	870	20,393	13,012
GENERAL MOTORS	36,940	43,944	91,458	254,340	3,281,466	3,544,092
Buick Total	20,367	8,489	19,839	54,891	723,225	735,879
Skylark	0	2,539	0	0	78,579	40,953
Skyhawk	1,610	1,751	1,767	4,578	104,805	77,741
Somerset Regal	2,935	495	3,068	8,518	4,917	90,113
Century	7,368	3,237	6,984	19,572	164,289	202,008
Regal	3,535	0	3,589	9,414	140,759	98,140
LeSabre/Electra(rwd)	485	467	537	1,340	153,004	89,334
LeSabre (fwd)	466	0	9	475	0	475
Riviera	115	0	47	174	37,259	45,469
Electra(fwd)	3,873	0	3,898	10,822	39,613	91,646
Cadillac Total	4,325	917	3,907	10,614	236,842	254,108
Cimarron	70	362	4	74	12,581	19,150
Seville	140	0	37	188	27,623	27,417
Eldorado	179	0	72	258	55,202	52,022
Cadillac (rwd)	582	555	229	934	90,219	30,973
DeVille (fwd)	3,254	0	3,265	9,160	51,217	124,546
Chevrolet Total	35,412	24,023	31,358	86,018	1,136,417	1,193,555
Chevette	2,470	2,730	2,433	6,806	136,957	117,722
Cavalier	10,653	9,092	9,395	27,485	308,855	360,890
Celebrity	5,762	4,757	5,341	14,362	212,947	200,135
Camaro	4,511	0	3,764	10,744	185,025	153,245
Citation	0	2,829	0	0	84,999	28,697
Malibu/El Camino	0	460	0	0	18,202	1,199
Monte Carlo	2,831	0	2,819	7,956	79,018	102,497
Chevrolet	8,195	4,132	6,923	18,837	85,597	195,183
Corvette	1,000	0	1,003	2,908	24,817	33,987
Oldsmobile Total	21,169	2,955	20,210	55,355	788,351	875,258
Omega	0	0	0	0	29,289	0
Firenza	1,145	1,302	1,048	3,170	52,641	46,768
Cutlass Supreme	4,809	0	5,573	13,837	192,424	169,020
Cutlass Ciera	7,301	227	5,502	17,006	188,389	259,481
88/98 (rwd)	1,060	800	386	1,446	230,741	160,691
***88 (fwd)	0	0	0	0	0	0
Olds 98	3,854	0	3,833	10,663	49,043	103,470
Calais	2,915	626	3,846	9,086	5,679	109,085
Toronado	85	0	22	145	32,145	27,283
Pontiac Total	15,656	7,560	16,444	44,462	396,631	485,292
Acadian**	0	0	607	1,001	11,435	10,280
2000 Sunbird	2,689	2,789	2,651	7,622	107,987	102,624
1000	1,190	898	1,247	3,357	29,765	20,009
Firebird	2,387	49	2,026	5,730	86,122	81,870
Phoenix	0	0	0	0	14,116	0
6000	715	0	717	1,974	0	38,211
Grd. Prix/Bon Vlv.	0	0	0	0	29,733	0
Parisienne	2,545	2,771	2,559	6,851	24,674	56,569
Fiero	2,400	751	2,497	6,721	89,550	81,623
Grand Am	3,750	302	4,231	11,206	3,249	94,106
HONDA	1,596	2,798	3,225	7,883	97,870	110,517
NISSAN	1,289	0	1,244	3,548	0	23,122
NUMMI (Nova)*	1,900	0	1,875	5,175	0	32,849
VOLKSWAGEN	2,127	423	2,127	4,254	56,712	68,090
Total Cars - U.S.	185,414	109,465	156,445	442,832	5,748,573	6,018,847
Total Cars - Canada	23,353	18,283	24,835	68,284	775,893	769,065
N. American Cars	188,767	127,748	181,280	511,116	6,524,466	6,787,912
N. American Trucks	90,334	70,325	90,074	256,497	2,865,406	3,131,391
North American Cars and Trucks	279,101	198,073	271,354	767,613	9,389,872	9,919,303

*Revised estimate.
**All Acadians are built for sale in Canada.
***No production reported at this time.
Monthly estimates may contain error of one or two units due to rounding.

CANADIAN PRODUCTION - CARS

	Week Ended Sept. 21, 1985	Week Ended Sept. 22, 1984	Week Ended Sept. 14, 1985	September To Date	Jan. 1 to Sept. 22, 1984	Jan. 1 to Sept. 21, 1985
AMERICAN MOTORS	410	609	410	1,148	18,363	7,869
FORD MOTOR	8,580	6,327	10,028	27,618	312,099	359,678
GENERAL MOTORS	14,138	11,122	14,172	38,888	439,870	394,207
VOLVO	225	225	225	630	7,561	7,311
Total Cars - Canada	23,353	18,283	24,835	68,284	775,893	769,065

U.S. TRUCK PRODUCTION

	Week Ended Sept. 21, 1985	Week Ended Sept. 22, 1984	Week Ended Sept. 14, 1985	September To Date	Jan. 1 to Sept. 22, 1984	Jan. 1 to Sept. 21, 1985
CHEVROLET	23,193	10,791	26,849	68,916	731,572	862,533
DODGE	5,400	4,194	4,564	14,538	150,050	158,036
FORD	24,285	25,940	21,383	67,342	858,361	859,176
GMC	6,963	2,903	6,978	19,878	236,206	269,400
INTERNATIONAL	1,553	1,672	1,504	4,382	55,270	55,594
JEEP	6,000	4,023	5,954	16,954	139,730	156,087
NISSAN	2,540	1,921	2,564	7,135	69,202	78,104
AM GENERAL	50	50	50	140	1,910	1,830
MISCELLANEOUS	2,000	1,000	2,000	5,750	38,000	68,553
TOTAL TRUCKS, U.S.	71,884	52,494	71,846	205,035	2,277,344	2,509,313

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 21, 1985	Week Ended Sept. 22, 1984	Week Ended Sept. 14, 1985	September To Date	Jan. 1 to Sept. 22, 1984	Jan. 1 to Sept. 21, 1985
CHRYSLER	8,796	8,512	8,903	25,082	260,391	290,193
FORD	3,648	3,350	3,548	9,986	110,881	118,129
GENERAL MOTORS	5,776	5,746	5,777	15,980	210,840	206,220
INTERNATIONAL	230	223	0	414	5,944	7,536
Total Trucks, Canada	18,450	17,831	18,228	51,462	588,062	622,078
N. American Trucks	90,334	70,325	90,074	256,497	2,865,406	3,131,391

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

The increase was due in part to resumption of production at International Harvester's truck plant in Chatham, Ont. The plant was closed the previous week for inventory adjustment.

Year-to-date, 622,078 trucks have been assembled, 5.78 percent more than the 588,062 completed last year at this time.

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Automotive News

September 30, 1985

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Ford's finest

Taurus in the wings

Five years in the development, the all-new, mid-sized, front-wheel-drive Ford Taurus debuts Dec. 26. Styling highlights include flush headlights, flush glass all around and wrap-around taillights. Story, other pictures are on Page 34.

Sleek Sable for Mercury

The all-new, mid-sized aerodynamically shaped Mercury Sable sedans and wagons will arrive in dealer showrooms Dec. 26. The car will have a 3.0-liter V-6 engine with multi-port fuel injection coupled to a wide-ratio four-speed automatic overdrive transaxle. Story, other pictures are on Page 36.

Popular package made standard

Standard on the 1986 Lincoln Mark VII is the comfort and convenience package, which was selected as an option by two out of three buyers last year. It includes power and instrumentation features, electronic AM/FM radio with cassette tape player and premium sound, keyless and illuminated entry system and interior amenities. The anti-lock brake system also is standard for 1986. Story, other pictures are on Page 31.

breaking news

Taurus-Sable intro now Dec. 26

DETROIT.—Ford Motor Co. has once again moved back the introduction date of its all-new Ford Taurus and Mercury Sable models. The new date is Dec. 26. The intro most recently was set for Nov. 14, the day General Motors is slated to introduce its new full-size and luxury cars. "They're not late, we promised to have them in the fourth quarter," said a Ford official. "We want to make sure we have the quality perfect."

Gloria shuts Ford Norfolk plant

NORFOLK.—Ford Motor Co. closed its light-truck assembly plant here Friday because of Hurricane Gloria, which struck the East Coast late last week. A Ford spokesman said the

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Prices $350-$400 higher; no 7.7-pct. financing

Moving uphill into '86

By John K. Teahen Jr.
Managing Editor

The 1986 model year begins this week in the domestic auto industry, and there are some unpleasant surprises in store for showroom visitors.

No 7.7-percent financing. And higher prices.

General Motors and Ford Motor Co. have already announced percentage figures for their 1986 price hikes—3 percent for GM and 2.9 percent for Ford.

Both companies refused to divulge the dollar amount of inreases, but mathematics is a wonderful science. It enabled Automotive News to determine that GM's hike is about $400 and Ford's is about $350.

That's for comparably equipped models. On a straight sticker-to-sticker, before adjusting for equipment jockeying, the boosts are probably closer to 5 percent—about $650 for GM and $600 for Ford.

Chrysler Corp. hadn't priced its 1986 cars at presstime, but the company earlier announced a tentative increase averaging 2 to 3 percent. If Chrysler sticks to that plan, its bump will be $240 to $350, again on a comparably equipped basis.

No, Virginia, sticker shock is not dead.

While the low interest rates end on introduction day, there's a good chance that the domestic makers will have to sweeten the pot with new incentives early in the model year to move their higher-priced and virtually unchanged 1986 cars.

And the average hikes for GM and Ford are bound to climb even more. GM did not figure its newest models into its 3 percent boost. They are Buick LeSabre and Oldsmobile Delta 88 and four luxury lines: Buick Riviera and Oldsmobile Toronado and Cadillac Eldorado and Seville. They will be introduced in November.

Also still to be priced are the new Ford Taurus and Mercury Sable. They can be expected to raise Ford Motor's overall price level.

There are better tidings for imported-car shoppers. Except at Honda.

Honda has announced a price hike averaging $387, or 4.3 percent. Honda has an all-new Accord line for 1986 and has made other product changes (Automotive News, Sept. 23), and that figures into the boost.

Another reason, bordering on the irreverent, was suggested by a price analyst last week: Honda makes a lot of cars in the U.S., and perhaps it has become infected by the pricing policies of the domestic companies.

• Elsewhere among the top-selling imports, the hikes were less hurtful. On a comparably equipped basis, of course.

Toyota said its cars rose an average of $170, or 1.8 percent, and Nissan posted an average boost of $91, or one percent, on its Sentra, Pulsar, Stanza and Maxima lines. The range was $50 to $200. Nissan's average hike will be higher when the 200-SX and 300-ZX are tagged.

Volkswagen checked in with an average hike of $107, or one percent, on its U.S.-built and imported models. Base stickers climbed $175 to $300. Audi reported an average increase of $45, or 0.3 percent, after equipment alterations. Its cars went up $220 to $355 on a straight sticker comparison.

Also in the import field, Saabs rose $435 to $855 with equipment playing a part. Individual models jumped 3 percent to 5.7 percent.

At Mitsubishi, the bump was $70 to $330 on most cars. The Galant luxury sedan went up $470, and the Starion sports cars were reduced $30-$40.

Porsche reported no change for 1986 from its final 1985 prices, but Porsche boosted its 944 coupe $1,510 in March because of engine and suspension changes.

Auto industry unhurt by Mexican quakes

By Richard Johnson
and Dan McCosh
Automotive News Staff

Auto makers with manufacturing installations in Mexico reported last week that there was minimal damage to their facilities, little disruption of operations and no serious injuries to their personnel in the earthquakes which struck Mexico City.

"I can't foresee any severe economic impact on the industry as a result of these earthquakes," said a Ford spokesman in Dearborn.

William Pelfrey, an American Motors public relations official who flew to Mexico to learn the condition of relatives living near the destruction area, said none of the city's industrial zones was badly damaged.

"There was no disruption of production at any of the U.S. companies that I know of," he said. "The big question is the economy."

The Ford spokesman in Dearborn said Ford of Mexico plants are operating, and he reported no fatalities or serious injuries suffered by company workers as a result of the earthquakes.

Ford's six-story glass-and-concrete executive headquarters located in downtown Mexico City was in the vicinity of heavily damaged structures, but apparently was not damaged by the quakes. The headquarters building employs 500 persons, most of whom are Mexican nationals.

At the time of the disaster, about 30 Ford manufacturing executives from the U.S. were in Mexico City for meetings with suppliers concerning an assembly plant under construction in the northern city of Hermosillo. All were reported safe.

Ford employs about 3,000 hourly and salaried workers at a plant in Cuautitlan near Mexico City, where the company builds Mercury Topaz and Cougar, Ford Thunderbird and pickup trucks.

Elsewhere in the Mexico City area, Ford has a trim plant and a parts and accessories distribution

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In negotiations at Chrysler

UAW zeroes in on outsourcing

By Mary Connelly
Detroit Reporter

The UAW last week demanded that Chrysler Corp. curtail the practice of using outside suppliers and halt the loss of "thousands" of jobs.

The UAW asked for a ban on outsourcing when Chrysler workers can demonstrate the job can be done within the corporation as efficiently and economically, said UAW Vice President Marc Stepp.

Calling the issue "one of the most important" in the current contract talks between Chrysler and the UAW, Stepp said that without a "fair conclusion on this subject, there probably will be some kind of confrontation."

"What good does it do to get a high pay raise if you lose your job," Stepp said at a press conference following resumption of bargaining last week.

• The Chrysler-UAW pact, covering approximately 70,000 hourly and salaried employes in the U.S., expires Oct. 15.

In seeking the limit on use of outside suppliers, Stepp said he wanted to return to the payroll Chrysler workers who granted economic concessions to the company. He estimated that some 3,300 Chrysler workers are laid off in Michigan.

The UAW also called for a moratorium on plant closings during the contract period which is expected to extend to 1987.

Chrysler Corp. had no comment on any of the UAW demands.

In an unusual move, Stepp, who is director of the UAW's Chrysler department and the union's chief negotiator, said he and Chrysler chief negotiator Thomas Miner will serve on the bargaining subcommittee dealing with outsourcing and subcontracting. Miner is vice president of industrial rela-

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But some observers see a grim October

Sales set record 3rd time in row

By Jenny L. King
Detroit Reporter

Sept. 11-20 made it three in a row: Three consecutive record sales periods for the U.S. auto makers. The numbers were the result of record-low interest rates on new-car loans offered by most of the companies.

The message seems clear enough: U.S. consumers don't have anything against American-made autos . . . they're still suffering from a bad case of sticker shock.

Many industry observers are predicting a rather unpleasant payback period come October when the interest rates return to pre-sale levels and the new 1986 models appear in dealer showrooms with the traditional higher-than-last-year price tags.

This year's mid-September record sales of 289,582 included individual corporate records for General Motors and Ford Motor Co. The industry figure surpassed the previous record of 244,483, set in 1969, by 45,000 units.

The most recent total was up 32.32 percent from 218,847 reported a year ago. With nine selling days in the period both years, the daily rate of 32,176 was up the same 32.32 percent from the 24,316 average of Sept. 11-20, 1984.

Year-to-date sales were up 5.34 percent, to 6,218,218 from 5,903,005. They had been only slightly ahead of 1984 most of the year before dipping below the 1984 level during the first August period.

For Sept. 11-20, GM reported record sales of 157,219 new cars, up 32.11 percent from 119,008 the preceding year. Ford's record total of 83,451 was up 37.65 percent from 60,625. Chrysler Corp. made a 30.51-percent advance, to 36,874 from 28,253.

American Motors sales of 3,625 were down 15.50 percent from 4,290 last year, while Volkswagen handed in a report of 2,567 sales, up 36.47 percent. Honda slipped 27.58 percent, to 3,469 from 4,790. Nissan sales numbered 2,377.

Market-share shifts ranged from a fraction to more than a full point in the mid-September period. GM dipped to 54.29 percent from 54.38 percent last year. Ford climbed to 28.82 percent from 27.70 percent. Chrysler had 12.73 percent, down from 12.91 percent.

AMC slipped to 1.25 percent from 1.96 percent. VW edged up to 0.89 percent from 0.86 percent. Honda had 1.20 percent, down from 2.19 percent, and Nissan picked up the remaining 0.82 percent of the recent 10-day domestic market.

Cadillac and Pontiac notched sales records, with Pontiac up a whopping 70.31 percent and Cadillac up 8.27 percent. Chevrolet was up 14.92 percent, Oldsmobile was up 56.50 percent and Buick was up 19.76 percent.

At Chrysler Corp., Plymouth sales were up 29.53 percent, Dodge was up 29.51 percent and Chrysler was up 32.23 percent. Ford Division reported a 38.91-percent increase, Mercury was up 25.25 percent and Lincoln sales surged ahead 82.58 percent.

AMC Eagle sales, estimated at 400, were unchanged from 1984; Renault was down 17.10 percent; VW was up 36.47 percent; Honda was down 27.58 percent, and Nissan had no year-ago sales for sake of comparison.

Ford's Escort was the hottest selling nameplate in the mid-September period with 17,683 units to its credit. Oldsmobile Cutlass Ciera was second at 12,680, followed by Chevrolet Cavalier at 12,527, Ford Tempo at 12,253 and Chevrolet Celebrity at 12,038.

DOMESTIC SALES

	Sept. 11-20, 1985	Sept. 11-20, 1984
Renault Alliance-Encore	3,225†	3,890†
AMC	400†	400†
AMERICAN MOTORS	3,625†	4,290†
Chrysler	13,686	10,350
Plymouth	9,725	7,508
Dodge	13,463	10,395
CHRYSLER CORP.	36,874	28,253
Ford	55,400	39,882
Mercury	21,458	17,132
Lincoln	6,593	3,611
FORD MOTOR CO.	83,451	60,625
Buick	30,067	25,105
Cadillac	10,103	9,331
Chevrolet	49,196	42,810
Oldsmobile	37,084	23,696
Pontiac	30,769	18,066
GENERAL MOTORS	157,219	119,008
VOLKSWAGEN	2,567	1,881
HONDA	3,469	4,790
NISSAN	2,377	0
U.S. INDUSTRY TOTAL	289,582	218,847

†—Estimate

Buick City Job One

Buick City management and UAW officials celebrate completion of the first car at the new assembly complex in Flint. From left, they are: Herb Stone, vehicle program manager; Jim Hall, production manager of trim, chassis and final assembly; Phil Bigelow, Buick City employe; Don Spillman, chairman of UAW Local 599's shop committee; Bill Hutchinson, UAW shop committee member; Jack Wagner, UAW regional representative; Jack Robbins, Buick assistant general sales manager, and Leland E. Furse Jr., plant manager of Buick City.

Saturn location seen as helpful to UAW

By Mary Connelly
Detroit Reporter

The placement of General Motors' Saturn plant in Tennessee may speed UAW organizing efforts at Nissan's production plant in that state, UAW Vice President Donald Ephlin said last week.

Ephlin, head of the UAW's GM department, was the chief UAW negotiator for the innovative Saturn agreement with GM.

Nissan Motor Mfg. Corp., U.S.A., employs 3,000 workers at its Smyrna (Tenn.) plant. It began producing light trucks in June, 1983, and started assembling cars last April. GM announced in August that it would build Saturn in Spring Hill, Tenn.

"I think the fact that Saturn is in Tennessee will in some ways help speed up the organization (of Nissan)," Ephlin said during an informal and wide-ranging question-and-answer session with members of the Detroit Auto Writers Group last week.

Marvin T. Runyon, Nissan Motor Mfg. president, "had nobody to compete with down there," Ephlin said. "He screened employes very carefully and so he had a free ride for a while. But now he has to treat employes as well as GM will under Saturn, and I don't think he will."

"I think the thing which will work more than anything else, and which organized most auto workers, is speedup, pace and so forth," Ephlin said.

Nissan began producing Sentra passenger cars last April at Smyrna. Plans to accelerate annual output to 240,000 cars and trucks by the spring of 1987 required the start of a two-shift operation this year.

Ephlin also said that spillover effects from the GM-Toyota joint venture, New United Motor Mfg., Inc. (NUMMI), will aid future organizing efforts at non-union Japanese plants.

"When the other companies like Toyota demonstrate that they can live with the union and build high quality cars and get along with us and brag about it, I think that will have an impact," Ephlin said.

"I think we can demonstrate in the Saturn operation the positive role the union can play, which is important to future organizing.

"We've got to show they can have everything they've got at Nissan plus the advantages of a negotiated agreement that they decided on, that they can have some meaningful, real democracy at the plant," he said.

The Saturn memorandum of understanding, reached in July, 1985, made UAW workers salaried personnel for the first time in union history. It calls for one job classification for production workers and three to five for skilled trades workers, Ephlin said.

In addition, workers will receive quarterly payments which reflect the increases of other GM workers. They will also receive COLA increases, performance and attendance bonuses, profit sharing and

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LeSabre production begins at Buick City

FLINT.—A dark blue 1986 front-wheel-drive Buick LeSabre was Job One at the Buick-Oldsmobile-Cadillac Group's Buick City plant here.

The assembly facility, reconstructed from what was formerly two Buick car assembly plants and a metal fabricating facility, will be accelerating production for up to one year. Full production is expected to be 75 units per hour, going from steel blanks to finished cars.

In the previous Buick assembly operation, bodies were made at the Fisher Body plant across town and trucked to Buick.

More than 4,500 employes are working the two shifts at the plant.

The assembly complex encompasses 1.6 million square feet of floor space. The facility has 22 dock locations for its just-in-time delivery system.

Robert C. Stempel, General Motors vice president and executive in charge of the BOC Group, said, "Buick City has been running pilot models for a couple of months and the quality level of these pre-production models has assured us that we can expect new quality standards as the cars are produced.

"This total operation represents a complete departure from traditional car assembly methods," Stempel said.

One of the most noticeable departures from traditional car assembly is a system called "synchronized production." With that procedure, Stempel said, if the schedule calls for 600 vehicles to be built on a shift, the required number of component parts will be built on that shift, thus eliminating storage of parts.

Stempel noted the importance of cooperation between UAW Local 599 and management at the plant. Citing an example of such cooperation, he said traditional methods of quality inspection have been eliminated. Instead of separate quality and reliability departments, each area will be responsible for its own quality.

Ford resolves recall of 516,000 Escorts, Lynxes

DEARBORN.—Ford Motor Co. has resolved a recall situation involving about 516,000 1982 and 1983 Escort and Lynx vehicles and has announced a recall involving 116 1985 stripped chassis vehicles.

Ford is sending owners of the Escorts and Lynxes two small clips designed to prevent twisting and binding of seat belts in the two rear seat-belt retractors.

The clips can be installed by owners, or can be taken to a Ford or Lincoln-Mercury dealership for installation. Ford had announced plans for this action earlier this year.

Separately, Ford is recalling 116 1985 stripped chassis vehicles equipped with certain 4.9-liter and 5.8-liter heavy-duty gasoline engines for installation of an emission maintenance warning light.

The light reminds owners to perform scheduled emission control equipment maintenance after 2,000 hours of operation (about 60,000 miles). Ford said without proper maintenance the EGR valve could become inoperative, resulting in unacceptable emission levels.

Federal regulations require that all 1985-model light-duty trucks and vehicles equipped with heavy-duty engines, which have a scheduled maintenance for the EGR system, be equipped with a system to alert the vehicle operator at the maintenance interval.

In virtually all areas of advanced technology

Europe, U.S. lag behind Japanese, study says

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—A study being conducted for the Federation of American Scientists shows the U.S. and European auto industries are lagging well behind the Japanese in virtually all areas of advanced innovative technology.

Charts giving company and country progress in such areas as engines, transmissions, accessories, energy storage, etc., were submitted to the House Energy Conservation and Power Subcommittee during hearings on CAFE adjustments requested by General Motors, Ford Motor Co. and importers of most European luxury cars sold in the U.S.

Deborah Lynn Bleviss, the Bernard L. Schwartz Fellow in Energy and Environment at the federation, has spent eight months assessing the future for auto fuel economy here and abroad.

In short, said the Federation of American Scientists, higher fuel-economy standards may be the saving of the domestic auto industry however much it may oppose such action.

Bleviss' thesis is that the 1975 CAFE law pushed the domestic auto companies to develop fuel-efficient cars and have them available by the time consumers wanted to buy them, thus making the U.S. firms somewhat competitive with the Japanese.

She also asserted that the standards "took some of the uncertainty out of corporate planning that might otherwise have paralyzed the industry as it sought to anticipate the see-sawing oil market."

Further, she noted, CAFE provided a technology push that allowed the domestic firms to maintain a "state of the art" image when the Japanese auto makers were getting ahead in technology development.

But, she added, no matter what decision NHTSA makes on 1986 standards, the industry no longer enjoys certainty; the standards have reached a level of 27.5 or perhaps 26 MPG, and the industry is scrambling to assess "consumer demand" and to cover all bases—a costly guessing game that ties up resources that could be better used to develop new products.

That could mean that American

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Alternatives sought to protectionist legislation

Trade debate grows more partisan

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—The debate over the nation's trade policy became more partisan last week as President Reagan delivered a major trade speech and House Republicans began working on alternatives to more protectionist legislation being considered in both the House and Senate.

The Republican effort to put forth a trade initiative in line with proposals contained in the President's speech may diminish support for a Democrat-sponsored measure that threatens a 25 percent tariff on all goods imported from Japan, as well as other high-trade-surplus nations.

The President's speech outlining a new trade program was delivered a day after the U.S. and four other nations pledged to seek conditions that would lower the dollar against foreign currencies.

At week's end, the announcement, which included a pledge by the U.S. to intervene in financial markets, seemed to be moving the dollar lower. The willingness of the U.S. to intervene on behalf of the dollar represents a major switch in Administration policy. Up to now, the White House has called the strong dollar a sign of U.S. economic strength.

In his speech, the President said he would ask Congress for a $300 million "war chest" which could be used to provide up to $1 billion in mixed-credit loans to U.S. exporters.

Also, a federal "strike force" will be formed to uncover practices by foreign governments, the President said, and new ways to counter those practices will be formulated.

The President called on Labor Secretary William Brock to provide additional aid to workers laid off because of imports, and he said the Administration will seek to strengthen the General Agreement on Tariffs and Trade as well as the international monetary system.

Mr. Reagan's directions to Brock seem to signal the Administration's willingness to consider an extension of the trade adjustment assistance program. The program expires the end of this month.

"I will not stand by and watch American businesses fail because of unfair trading practices abroad," Mr. Reagan said in the speech. "I will not stand by and watch American workers lose their jobs because other nations do not play by the rules."

Nevertheless, the President said he would "strongly oppose and veto" protectionist bills that in his view would "cause loss of jobs and diminish international trade."

The White House also announced formation of a special President's Export Council to advise the President on international trade matters. Retired Ford Motor Co. Chairman Philip Caldwell was named to the body along with 11 others.

The Administration's moves were greeted favorably by House and Senate Republicans, but were largely dismissed by Democrats.

Senator John Danforth, Missouri Republican and a critic of the Administration's trade policy, called the speech "terrific." House Speaker Thomas P. O'Neill, Massachusetts Democrat, accused the President of "sounding an uncertain trumpet on trade." Mr. Reagan's words, he added, were "not the words of a man taking action, but of someone trying to stall for time."

Senate Majority Leader Robert Dole, Kansas Republican, said the President's speech was "a good signal" that he would work with Congress on an omnibus trade bill, but added that the President's remarks came too late to stop the progress of a highly protectionist trade bill for the textile industry.

Reaction on the part of the Big Three was muted. Ford Motor Co.

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Heading for the U.S.

Nissan Motor Co.'s new Sunny will be exported to the U.S. for sale under the Sentra nameplate next spring and will be produced at the Smyrna (Tenn.) plant beginning in the summer of 1986. The Sunny, available in three models, features new styling, an upgraded interior and revised mechanicals, including a new part-time four-wheel-drive option controlled by a switch mounted on top of the gear lever.

Nissan plans to double Tennessee car output

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO.— Nissan Motor Co. plans to double its annual production of automobiles at its Smyrna (Tenn.) plant from 60,000 units to 120,000. The increase, which will be gradual, will begin next year.

Production plans call for Nissan to build a remodeled Sentra 1,600-cc front-wheel-drive sedan. The new car, called Sunny here, was recently introduced in the Japanese market.

A Nissan spokesman said the company will ship 24,000 of the new cars a month to North America—23,200 to the U.S. and 800 to Canada. Shipments will begin next spring. Another 3,000 units a month will be exported to Europe beginning in the fall of 1986.

Nissan will add new production plant facilities at the Smyrna plant at a cost of $34 million.

With the increase, the production of cars will equal that of light trucks and raise the total annual output at the plant to 240,000 units by the spring of 1987.

However, Nissan noted that because of the flexible manufacturing features of the Smyrna plant, the company can easily adjust the truck-car output ratio to produce 240,000 cars alone to meet market demands.

When the expansion is completed, Nissan's U.S. production will trail that of Honda Motor Co., Ltd., with its 330,000 units annually at its Marysville (0.) plant, but will equal the output planned for the new Mazda Motor Corp. plant in Flat Rock, Mich.

AMC, Chinese begin Jeep Cherokee output

By Richard Johnson
Detroit Reporter

American Motors and its Chinese affiliate launched production in Beijing last week of a Jeep Cherokee model that may soon replace the aging CJ derivative the partners have been building.

Beijing Jeep Corp., a joint venture of AMC and China's Beijing Automotive Works, has been assembling an upgraded version of the four-wheel-drive BJ212, a 30-year-old, five-passenger CJ-offshoot of Russian design. But plans call for the partners to eventually turn out nothing but vehicles based on Jeep platforms and engineering.

At ceremonies in China last week, AMC Executive Vice President Joseph Cappy said Cherokee production "marks the first time a U.S.-designed, state-of-the-art, world-class vehicle has ever been built in China."

Beijing Jeep, which currently employs around 4,000 people, will build 750 Cherokees at the Beijing plant during the remainder of 1985 and produce 4,500 units next year. The vehicles will be distributed domestically, but in future years Cherokees may be exported to other Far Eastern markets.

AMC has a 31.4 percent interest in Beijing Jeep, which was established in May, 1983, as the first automotive venture between China and a foreign partner. By reinvesting profits, AMC is expected to eventually hold 49 percent ownership.

Cappy said the decision to assemble Cherokee kits in China is a testament to "the ability of our Chinese workforce and the confidence the joint venture has generated on both sides of the Pacific."

Earlier plans called for production of a new-generation BJ213, built around a CJ platform. But AMC President Jose Dedeurwaerder told Automotive News several weeks ago that the effort to design a new CJ-like vehicle to Chinese specifications led to what was fundamentally a four-door CJ. Instead of building an all-new vehicle, AMC suggested assembling the XJ (Cherokee) in China.

Dedeurwaerder predicted that if

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His critics aren't happy, either

DeLorean slaps federal charges

By Edward Lapham
Marketing Editor

"Of course."

That's what former auto maker John Z. DeLorean said when Today Show host Bryant Gumbel asked him if he would plead innocent to federal racketeering, tax evasion and fraud charges. He will be arraigned on the charges in Federal District Court in Detroit.

DeLorean, who was on Today three days last week to launch a national book tour for his autobiography, DeLorean, blasted the Federal Government.

The former auto maker criticized everything from the timing of the Detroit indictment to the racial composition of the grand jury, which included only one black citizen.

He claimed the indictments were timed to adversely affect sales of his book and that the entire Detroit-based federal probe was a result of the government's humiliation when he was acquitted of all federal drug-trafficking charges in Los Angeles in August, 1984.

This time, DeLorean said, the government has called on a score of accounts and again is spending "millions and millions of dollars" in an attempt to wrongly convict him.

• Maintaining his complete innocence, he said that in his 60 years he has never been charged with so much as "spitting on the sidewalk."

DeLorean also said the grand jury probe "in its third year," didn't come up with anything "they didn't know three years ago."

On that point, at least, many of DeLorean's critics seemed to agree with him. In fact, there was some fairly harsh criticism of the government last week by those who for some time have closely followed the matter of the $17.65 million which disappeared from the sports-car project.

DeLorean was charged with converting about $8.5 million for his own use by pulling the money through a maze of European banks and offshore shell corporations. That leaves about $8.9 million still missing and unaccounted for.

The criticisms were twofold. There was disbelief that no other individuals were named in the indictments, and there was dismay that no mention was made of the whereabouts of the missing $8.9 million.

"I can't believe that John pulled this off by himself," said one critic familiar with the case.

"I am outraged by the fact that the grand jury didn't indict more than just John DeLorean.

"I also think that it leaves everybody with a bitter taste that the government walked away satified when they found less than half the money," he said.

"I just can't believe that they're

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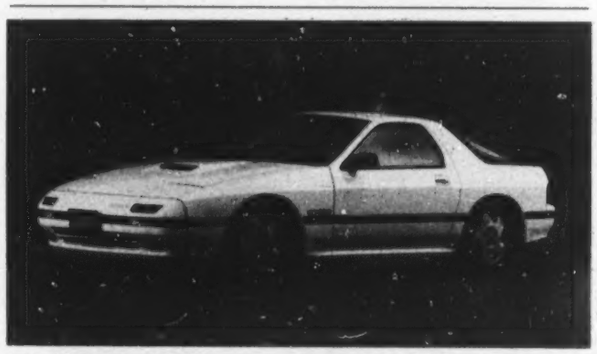

Mazda's new RX-7

Mazda Motor Corp.'s redesigned Savanna RX-7 features a refined rotary engine with an advanced turbocharger complemented by an intercooler. The car, which goes on sale in Japan Oct. 8, also has a new rear independent suspension system. It is equipped with four-wheel ventilated disk brakes and rack and pinion steering. Automatic adjustable shocks, a new type of power steering and an anti-lock braking system are available on some models.

50 states proclaim Oct. Car Care Month

DETROIT.—For the first time, governors of all 50 states have proclaimed October as Car Care Month, expressing their "strong desire for safer cars, cleaner and healthier environment and the conservation of energy resources."

"When this program began in 1981, there were only nine gubernatorial proclamations," said Jim Fournier, chairman of Car Care Council, which coordinates the annual campaign. "Having the support of all 50 governors is evidence of the growing concern for auto neglect, and can have a great impact on inducing motorists to respond to our message."

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